

DIVERSE RETAIL STUDY

FINDINGS MEMORANDUM

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DIVERSE RETAIL STUDY | FINDINGS MEMORANDUM

EXECUTIVE SUMMARY

The diversity in Montgomery County is increasing with a 20% to 40% growth in Black, Asian, and Hispanic populations. In fact, since 2010, the White population has decreased slightly. This project continues to celebrate the growing diversity of the County, as the study areas (Silver Spring, Takoma-Langley Crossroads, and Wheaton) are all neighborhoods full of diverse clusters of minority-serving and -owned businesses.

As such, the County's Planning Department launched the Retail in Diverse Communities Study to promote tools and policies that help preserve and strengthen these clusters that serve as more than a marketplace, but also as community anchors and social support networks. The following presents the international retail clusters' existing conditions in Silver Spring, Wheaton, and Takoma-Langley. It builds on the programs, policies, and other tools previously presented in *Long Life for Long Branch: Tools to Preserve Independent Retailers*, a toolkit produced by University of Maryland students in a fall 2019 Partnership for Action Learning in Sustainability (PALS) class done in partnership with Montgomery Planning.

CHALLENGES TO CLUSTER PRESERVATION

The following challenges provide insights specific to the study areas' (Silver Spring, Takoma-Langley Crossroads, and Wheaton) existing conditions for minority-owned and -serving independent retailers. They are organized under four categories and present common themes across stakeholder groups (i.e., retailers, landlords, community organizations). Since the study interviewed 43 businesses during COVID-19 recovery, more near-term challenges (impacts to revenue) rose to the top compared to the threat of redevelopment.

The tools proposed for detailed evaluation in the subsequent phase of the project respond to these identified challenges. They are summarized in the following matrix (see appendix for more detail on each tool). Each of the following considerations impacts the prioritized tools for review, responding to the challenges of independent, minority-owned and/or -serving retailers.

TECHNICAL ASSISTANCE & BUSINESS NETWORKS

The ability of minority and immigrant business owners to start, stay, and scale in one of the clusters relies on addressing structural challenges - access to management, money, and sales knowledge and opportunities. In thriving entrepreneurial ecosystems, this manifests as technical assistance and expanded business networks. This challenge highlights the limited time, financial resources, and English fluency that hinder the targeted small businesses' success in pivoting when necessary, applying for opportunities successfully, and ultimately sustaining their business and the diverse cluster. Many retailers felt undersupported by the County's programs, perceived as reactive, cumbersome, and not very useful.

Key Themes:

- Limited County Staff Capacity
- Limited Business Owner Resources (time, financing/funding, and language)
- Cumbersome application processes
- Systemic exclusion from business networks

CAPITAL & FINANCING

Access to capital commonly challenged minority and immigrant small business owners across the nation and was echoed as an issue in Silver Spring, Takoma-Langley, and Wheaton. Startup and legacy, low-growth businesses like retailers are seldomly eligible for private loans and lines of credit to relocate, improve, or expand their business due to a perceived and real lack of business stability and credit-worthiness by traditional standards. Few options exist for this category of business owners in need of funding and financing opportunities to support renovating, evolving with a changing clientele, managing increased rents, and remaining viable during COVID-19 or construction disruptions.

Key Themes:

- Finite Funding and Financing Opportunities
- Rare Small Business Eligibility
- Increased Costs of Doing Business

REAL ESTATE

Older properties have and continue to provide entry points for diverse and immigrant owned small businesses, but in anticipation of the Purple Line and continued redevelopment, speculation, real estate prices, and retailers' rental costs are increasing. In cases where business owners can sustain raised rents, permanent displacement is a threat due to aging properties ripe for redevelopment and the prohibitive reentry costs of new construction. Retailers' disadvantageous leases exacerbate this condition. Many commercial leases have varying terms which places businesses at risk and business owners' lack knowledge about potential lease protections that can contribute to small businesses deepening their investment in the community and their business. Unfortunately, potential ownership models are not an option, as most business owners do not own, and many are not interested in owning their properties.

Key Themes:

- Barriers to Initial Occupancy
- Risk of Displacement
- Prohibitive Occupancy Costs of New Construction
- Disadvantageous Lease Terms

POLICY & PUBLIC INVESTMENT

The County government must manage sometimes conflicting initiatives to address the public's safety, health, and welfare of its residents, business owners, and other stakeholders. Many initiatives impact minority-owned and -serving retailers from policy-driven increases in overhead costs (e.g., rent, wages, materials/equipment) to construction (e.g., limited access, parking, and visibility). In response, the County often deploys assistance programs, but many business owners perceive these to be too difficult to apply for and to have conditions that exclude many small businesses. Additionally, engaged stakeholders noted the limited policies, programs, and incentives that maintain and prioritize affordable commercial space, neighborhood character, and cultural diversity. The policies resulting from this study intend to preserve the clusters of retailers; however, the County must prioritize existing businesses' viability in the strategy to ensure the clusters remain an attractive place for emerging minority business owners. Without this approach, minority retailers may opt for alternate markets, as each cluster's tenant mix shifts to national or non-minority owned local brands.

Key Themes:

- Government Spurred Business Costs
- Impacts of Construction on Accessibility and Visibility
- Exclusive Eligibility Requirements
- Limited Protections for Neighborhood Character and Cultural Diversity
- Prioritization of Existing Businesses

GENERAL FINDINGS

The challenges faced by retailers in the study areas remain consistent with *Long Life for Long Branch: Tools to Preserve Independent Retailers’* findings (see page 61). Slight nuances exist, as all neighborhoods have proved to be a home for most local retailers for a long time. Businesses interviewed had tenures up to 60 years.

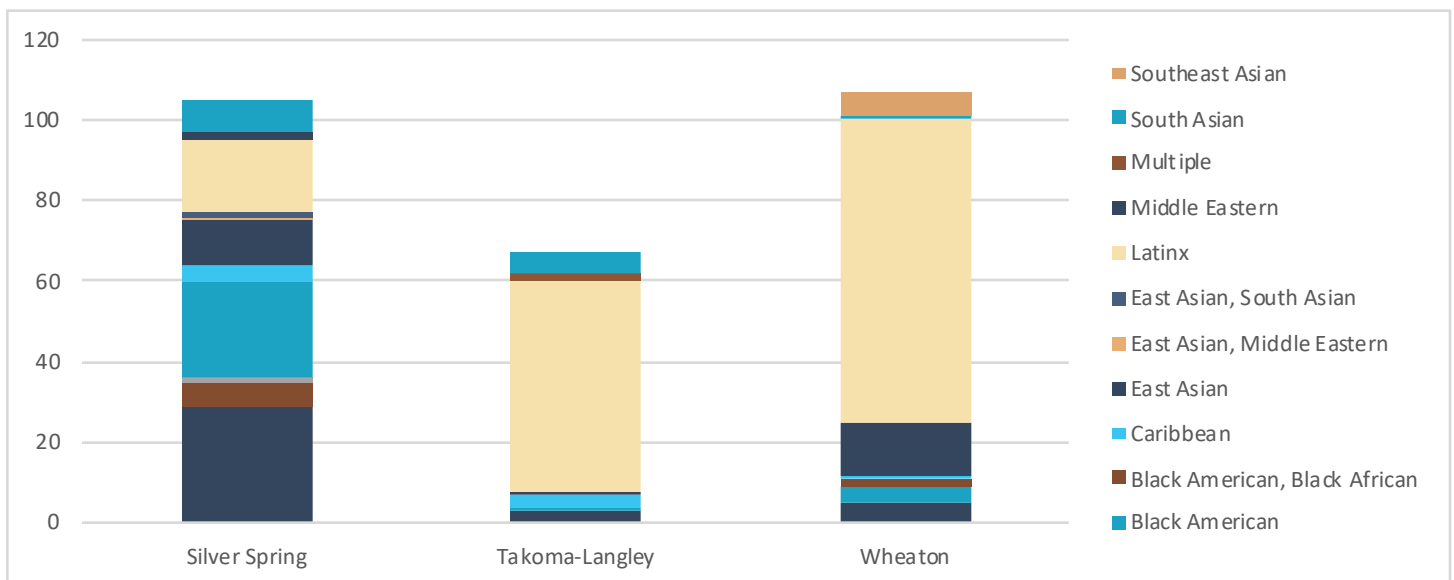
Silver Spring and Wheaton’s minority-serving businesses were primarily in the Neighborhood Goods & Services (NG&S) and Food & Beverage (F&B) categories. Takoma-Langley Crossroads had a large share of minority-serving General Merchandise, Apparel, Furniture, and Other (GAFO) and Non-Retail Service (NRS) businesses.

The threat of vacancy varies by neighborhood, contributed to by parcel size, consolidated owners, and zoning policies. Through the interviews, the County’s progressive wage and environmental policies, lack of construction/project mitigation planning, and limited direct engagement with business owners proved to be the most common theme across all neighborhoods. The support offered seems to be reactive, often offered with cumbersome grant/loan applications, and without true protections or local, diverse retailers’ voice integrated.

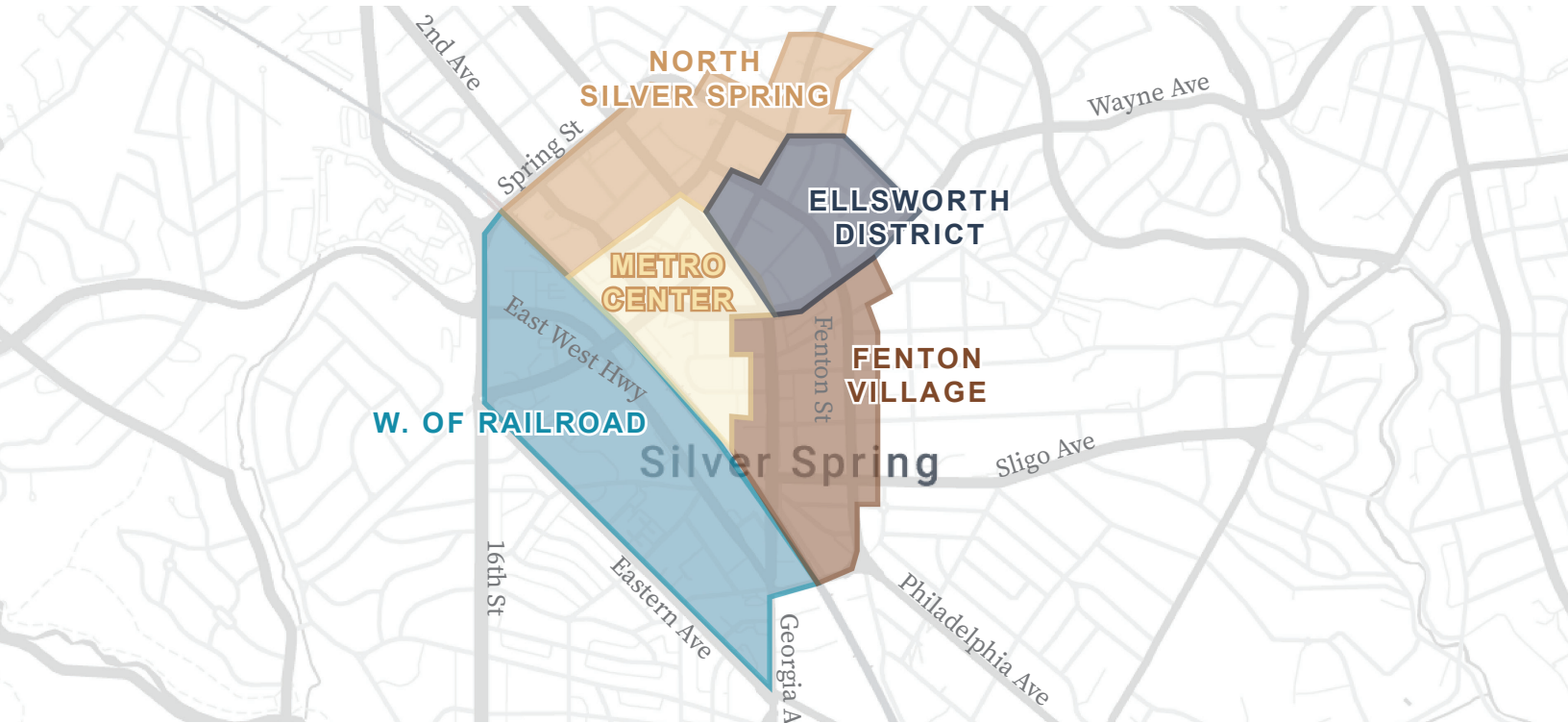
Impacts of COVID-19 were not different from, but exacerbated by, the preexisting challenges the business owners faced. Customers are not ready to return en masse to stores, and rent remains unchanged, although most property owners are working with the tenants.

During interviews, businesses were at varying health levels, had a range of positive to negative and nonexistent relationships with property owners, and deployed various pivoting strategies. As such, the findings considered these nuances of business viability to inform strategies the County can directly influence.

MINORITY DISTRIBUTION BY NEIGHBORHOOD



SILVER SPRING



This study divides downtown Silver Spring into five neighborhood subareas: Fenton Village, Ellsworth District, North Silver Spring, Metro Center, and West of Railroad. Montgomery County is currently engaged in the master planning process for Downtown Silver Spring; therefore, this study considers the entire downtown with the intent to support that effort. While there is much residential and commercial redevelopment underway downtown and throughout Silver Spring more broadly, this study is concerned with the Purple Line light rail, including construction disruption and associated redevelopment.

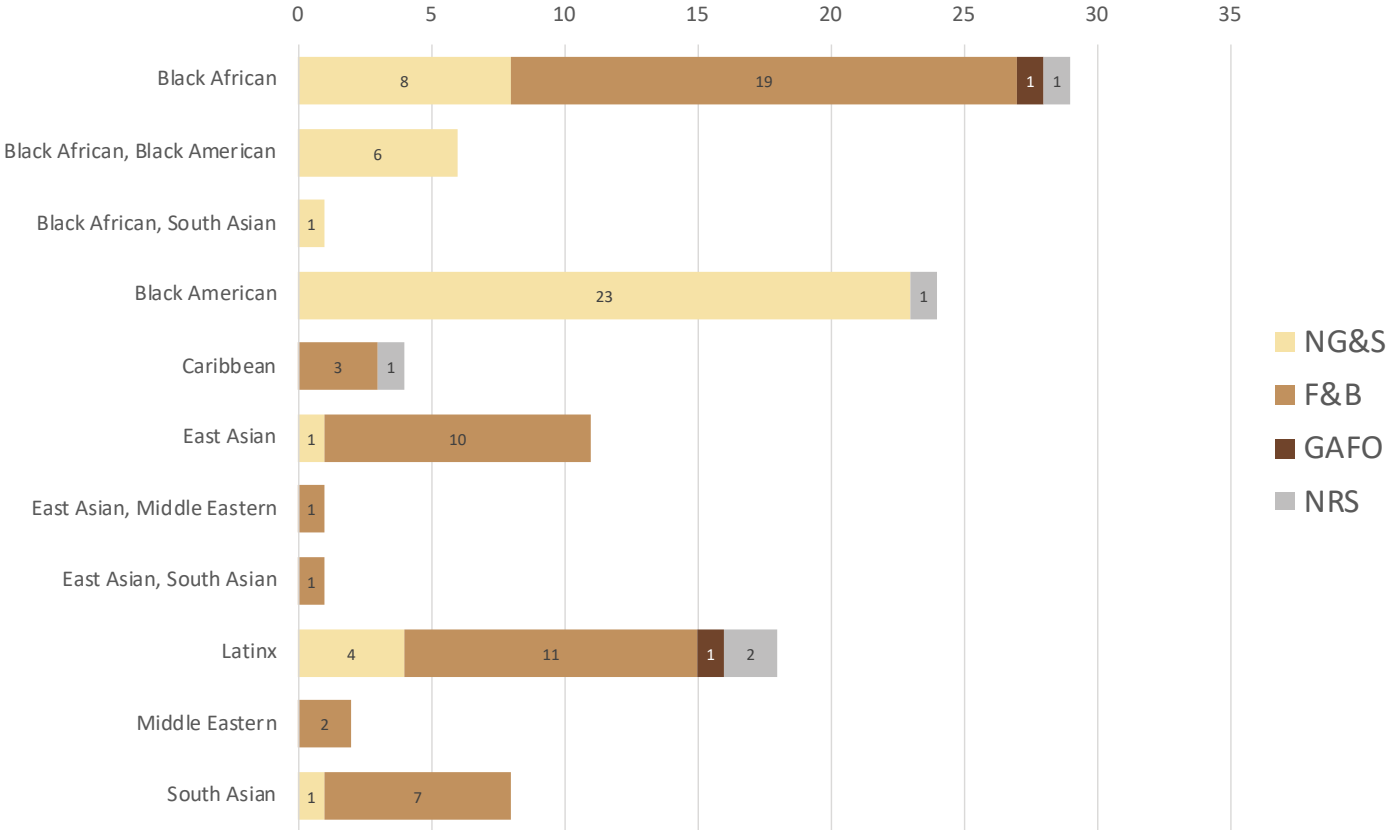
The Fenton Village Overlay Zone helps preserve the local, diverse, retailers, which are valued by neighborhood residents, by limiting the density of new construction. This zone contributes to the sizeable local, diverse retail footprint in the subarea. It has many of the oldest buildings across all three neighborhoods studied, lower density with several converted residential to commercial buildings (e.g., 937-943 Bonifant Street).

Overall, the Silver Spring cluster also has the most diverse mix of racial/ethnic groups, home to many Black American, Latinx, Black African, and South Asian serving businesses. Silver Spring has the greatest percentage of Black residents in the Primary Trade Area (PTA) of the three study areas. Still, Black, Asian, and Hispanic (all races) population segments experienced 20% growth over the last decade. The preservation of the retail environment promotes the synergistic relationship between the diverse population of residents and business owners.

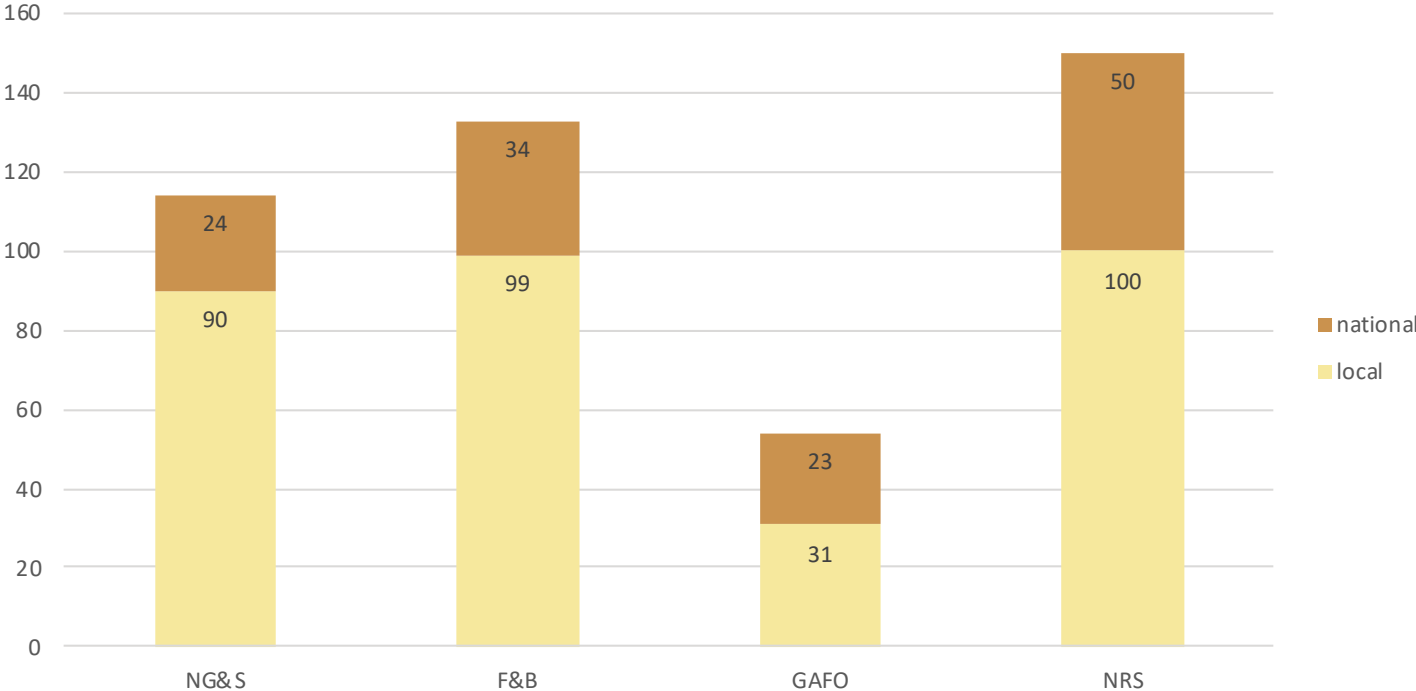
POPULATION GROWTH BY RACE/ETHNICITY (SILVER SPRING)

	Downtown Silver Spring PTA		
	2010	2020	Percent Change
White	26,843	26,363	-1.8%
Black	18,572	22,445	20.9%
Asian	3,015	3,785	25.5%
Hispanic Origin (Any Race)	7,577	10,448	37.9%

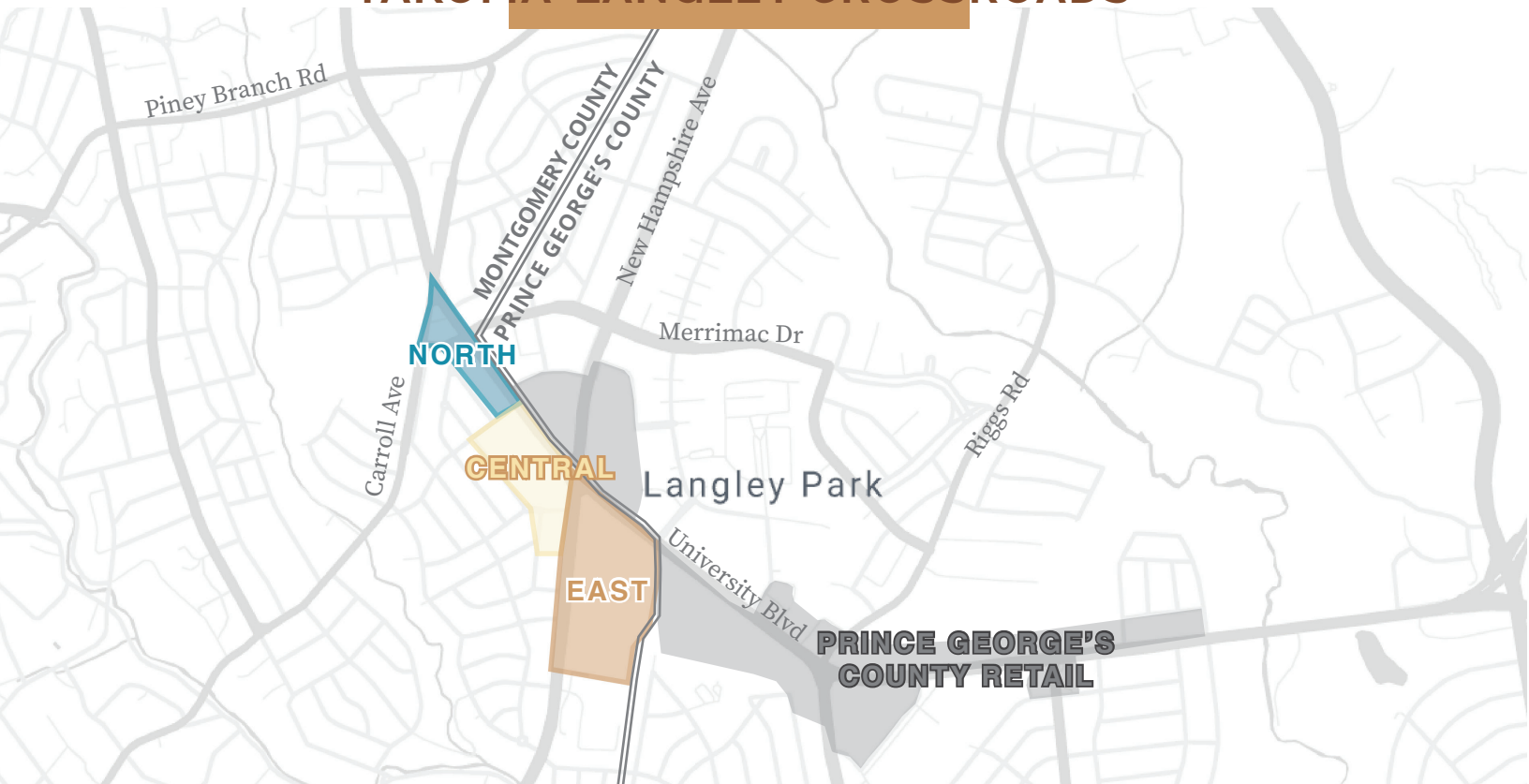
RETAIL TYPE BY MINORITY SERVED (SILVER SPRING)



NATIONAL/LOCAL DISTRIBUTION BY RETAIL TYPE (SILVER SPRING)



TAKOMA-LANGLEY CROSSROADS



In Takoma-Langley Crossroads, the Montgomery County side of the retail cluster borders Langley Park in Prince George’s County, west of the intersection of University Boulevard E (MD-93) and New Hampshire Avenue (MD-650). The study area extends north to include a shopping center at Merrimac Drive and University Boulevard, as well as a band of businesses on University Boulevard between Merrimac Drive and New Hampshire Avenue. While “Takoma-Langley Crossroads” is often considered one location, the policies that govern business and development are distinct in each county.

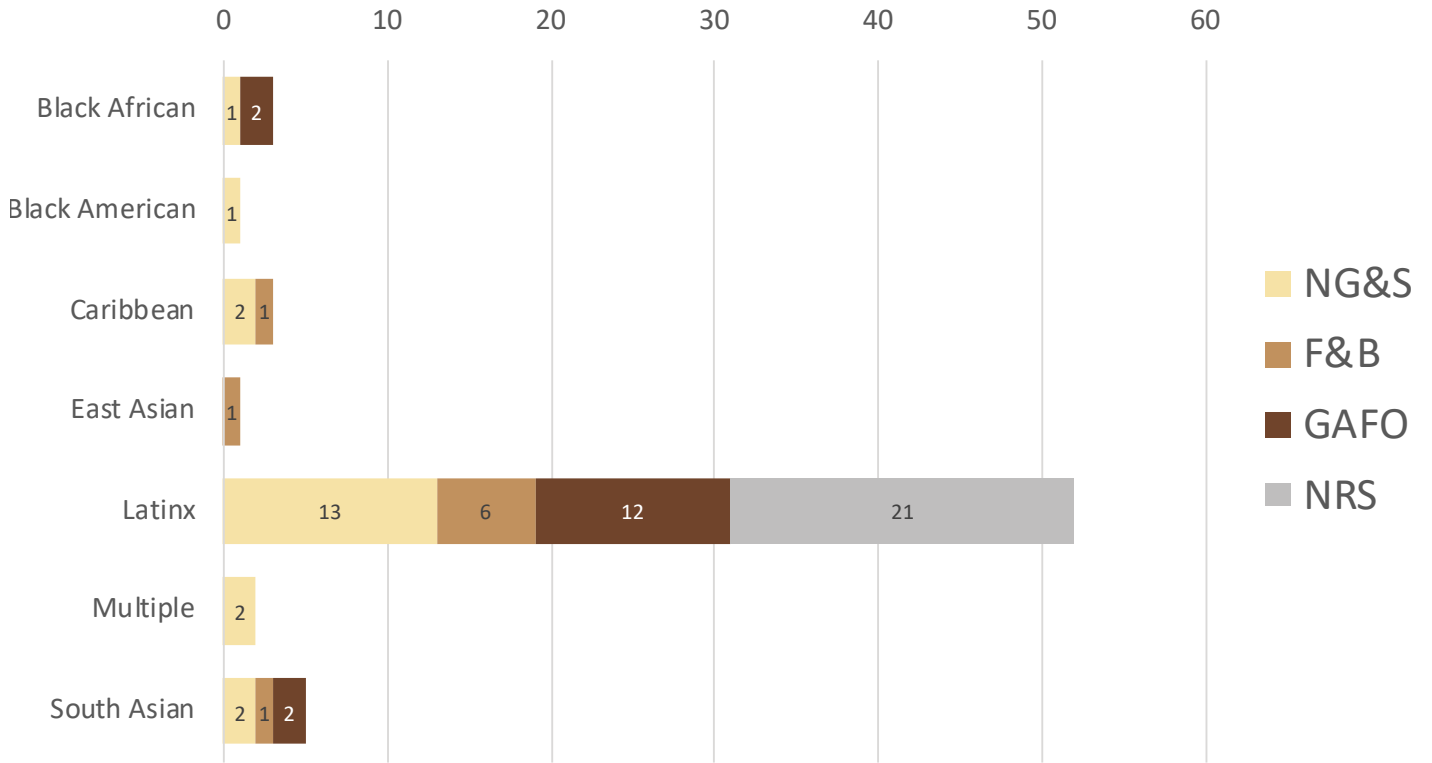
As a community defined by the prevalence of its Hispanic population and Latinx-owned and/or serving businesses, the sustainability of the Takoma-Langley Crossroads retail cluster appears to be under the greatest threat in comparison to this report’s other study areas. The ongoing impacts of Purple Line construction on sales volumes due to increased traffic, consolidated property ownership at large retail-appropriate parcels, and planned, increased density contribute to the challenges facing independent retailers in the cluster.

The businesses note their inability to keep up with rent escalations, dating before COVID-19. However, they would love to keep operating in the neighborhood due to the proximity to their primary customer base. Since 2010, the Hispanic population grew, while the Black, Asian, and White populations shrank. Even under redevelopment scenarios, immediate impacts to the residential base seem minimal, potentially providing an opportunity for re-tenanting by Latinx retailers.

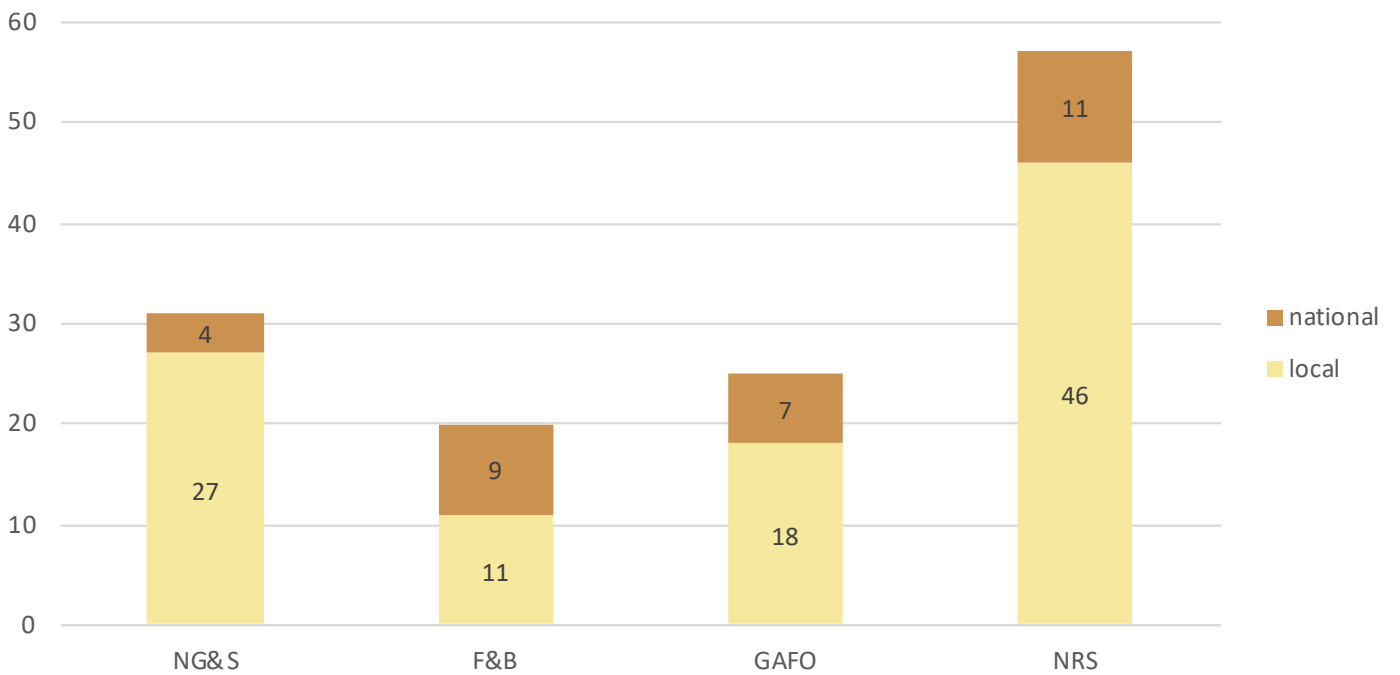
POPULATION GROWTH BY RACE/ETHNICITY (TAKOMA-LANGLEY)

	Takoma-Langley PTA		
	2010	2020	Percent Change
White	19,261	19,417	0.8%
Black	23,315	20,363	-12.7%
Asian	3,530	3,220	-8.8%
Hispanic Origin (Any Race)	42,098	50,333	19.6%

RETAIL TYPE BY MINORITY SERVED (TAKOMA-LANGLEY)



NATIONAL/LOCAL DISTRIBUTION BY RETAIL TYPE (TAKOMA-LANGLEY)



WHEATON



Wheaton is a Census-designated place northwest of Silver Spring and east of Kensington. This study focuses on the shopping centers and retail establishments clustered along Georgia Avenue (MD-97) and University Boulevard (MD-193), bounded by Blueridge Avenue to the north, Amherst Avenue to the east, Reddie Drive to the south, and Veirs Mill Road (MD-586) to the west. The study does not include Westfield-Wheaton Mall due to its unique ownership, leasing structure, and destination status. The team did reach out to select businesses located in the mall that are owned by or serve immigrants and ethnic minorities for their input to this study. The new M-NCPPC building—308,100 square feet of municipal offices—broke ground in 2017 in the plaza of the Triangle Shopping Center. As of October 2020, the project has been completed, but was delayed in activation due to the Covid-19 pandemic.

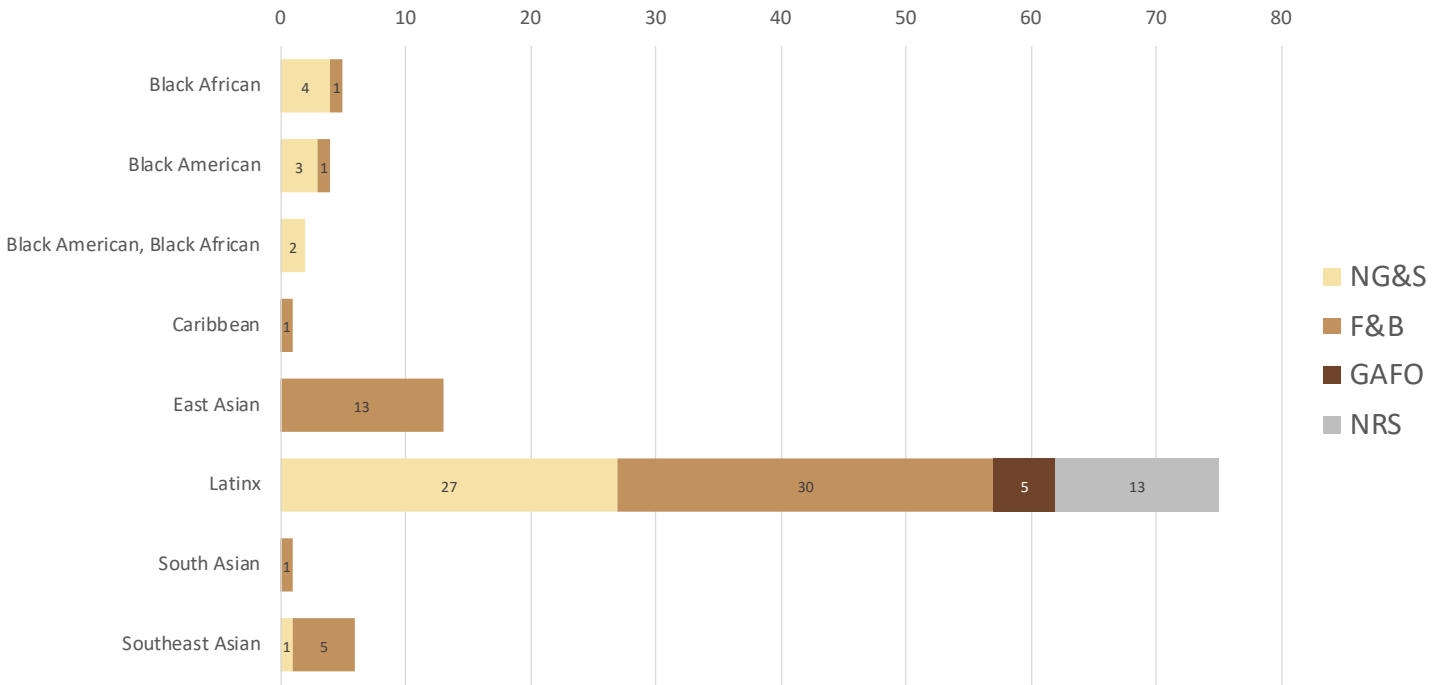
Wheaton’s retail real estate is a mix of traditional smaller strip centers and a fragmented building, parking lot, and street network. The buildings are older, and visibility and parking are challenging in many instances. Despite these obstacles, a mix of Latinx and East and South Asian serving businesses exist in the neighborhood. Few are in the GAFO category, likely a condition of the proximity to Wheaton Westfield Mall and continued shift towards e-commerce.

The surrounding residential population is primarily Hispanic (nearly 40%) and growing alongside the Black and Asian populations. Like the other two study areas, the growing diverse population provides an opportunity to re-tenant and preserve the cluster if redevelopment occurs. With the recent opening of the County office building in the study area and other recent mixed-use developments as high as 17 stories, development pressures are high. Still, the smaller parcels and local ownership might prove to sustain the existing retail landscape.

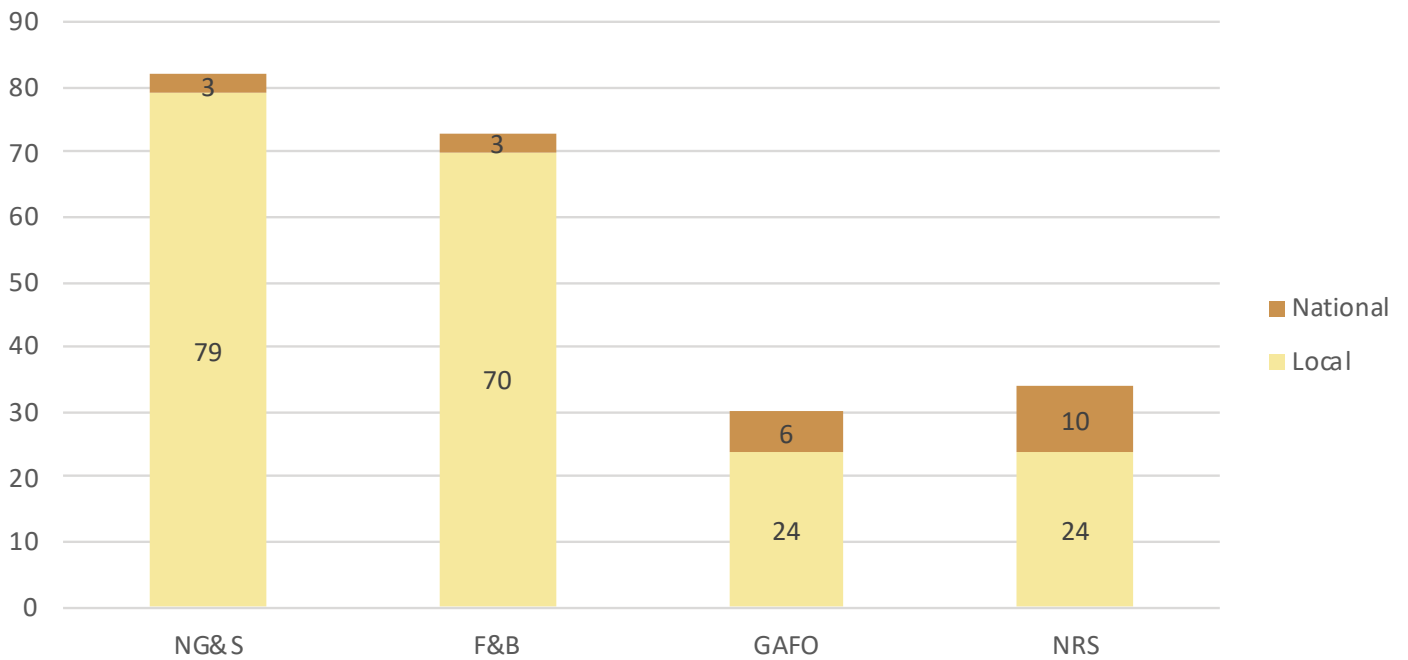
POPULATION GROWTH BY RACE/ETHNICITY (WHEATON)

	Wheaton PTA		
	2010	2020	Percent Change
White	32,009	30,132	-5.9%
Black	11,087	13,168	18.8%
Asian	7,768	8,435	8.6%
Hispanic Origin (Any Race)	25,083	31,406	25.2%

RETAIL TYPE BY MINORITY SERVED (WHEATON)



NATIONAL/LOCAL DISTRIBUTION BY RETAIL TYPE (WHEATON)

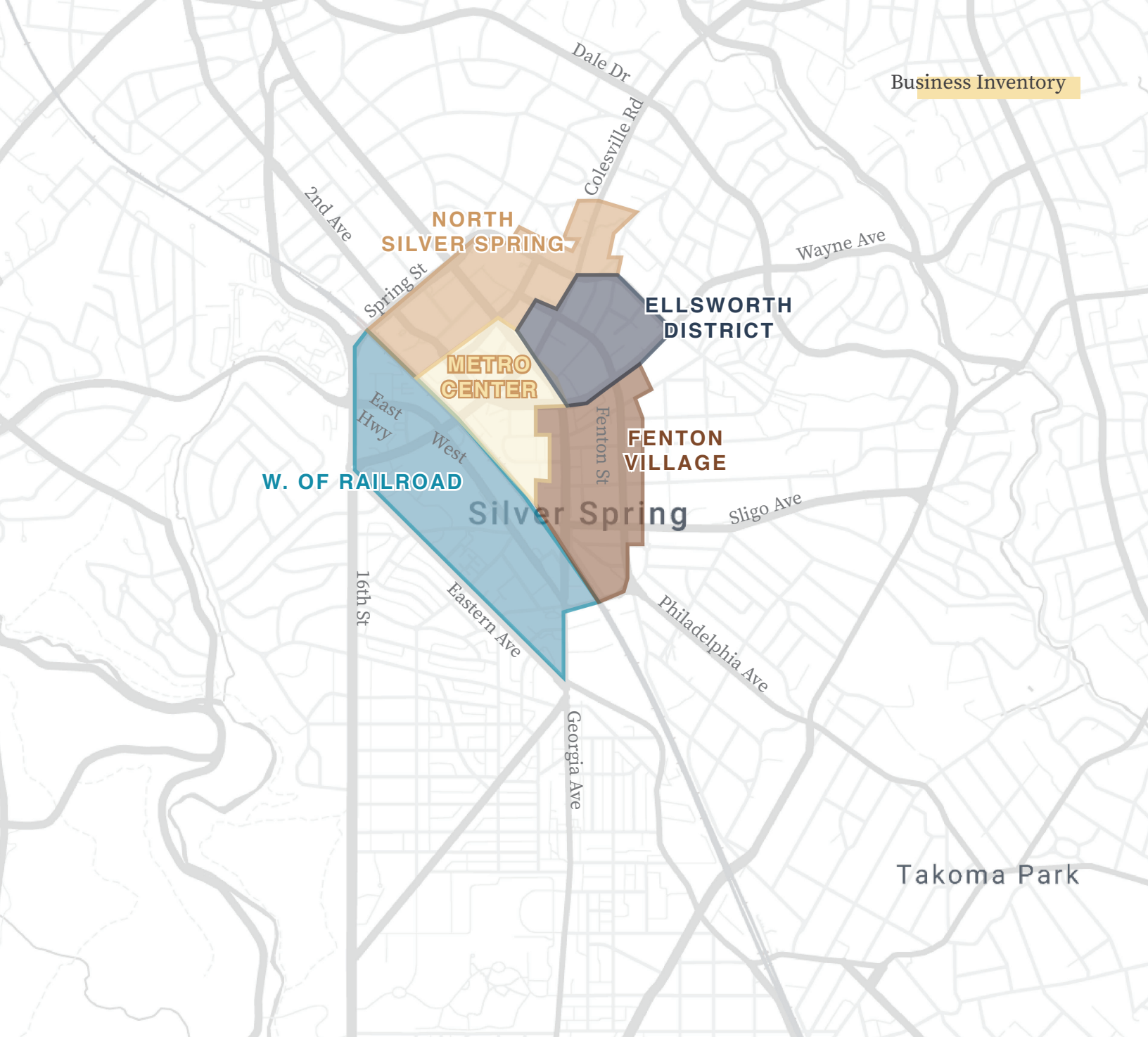


DIVERSE RETAIL STUDY | FINDINGS MEMORANDUM

BUSINESS INVENTORY

Brick and mortar retail relies on a physical environment's characteristics to attract and retain customers who opt for in-store purchases over e-commerce. Although customer behavior is constantly changing, even more so during the COVID-19 pandemic, many local, diverse retailers have not adopted digital practices and rely on their real estate to produce the sales needed to continue operating. The following section further details the study area and its physical environment, including age of the building stock, building typologies, retail inventory, and zoning considerations to provide a landscape for findings presented later in this document.

Note: CoStar data includes date built and number of stories in a commercial building, but their rent rates and other retail analytics were unreliable due to the small geography and limited data points.



SILVER SPRING

Silver Spring’s many districts have varying retail expressions that define the viability of local, diverse retailers. Each of these districts was defined by the ongoing Silver Spring Master Plan project, and lies on the spine of Georgia Avenue or Colesville Road, at the northeastern edge of the District of Columbia. Historically, the neighborhood has served as a retail destination for the region. The neighborhood evolved as an edge city as office buildings and other mixed-use development opened. Now the neighborhood is an integrated landscape of high-rise buildings and fewer than three-story historic buildings.

SUB-DISTRICTS

Fenton Village is home to the greatest diversity of independent businesses in the Silver Spring neighborhood. However, Georgia Avenue splits the district into east and west segments. Most of the business activity lies on Georgia Avenue or is located in the district to the east. Georgia Avenue offers great visibility to the storefronts, yet serves as a barrier to vehicular and pedestrian access due to medians and limited parking and crosswalks. On average, retail-occupied and -appropriate buildings were built in 1951, the earliest constructed in 1918. This highlights the legacy space that initially served as viable real estate for businesses when Silver Spring served as a more prominent retail district in the region (i.e., before shopping mall development and the emergence of Tysons Corner Center, Pentagon City Mall, and others). At an average of 2-stories, these buildings include a mix of commercial storefronts, residential conversions, and industrial buildings. Increasingly, lots are being redeveloped to include mostly multi-story mixed-use (multifamily and retail) buildings.

North of Fenton Village and to the west of Georgia Avenue, the Ellsworth District is home to the retail core that many associate with Silver Spring's entertainment district. Most national brands, a shopping mall, and many entertainment venues such as the Regal Majestic, the Fillmore, Round House Theatre, and Silver Strings (an Ethiopian-American owned business). The district construction pattern primarily consists of urban retail fabric with limited setbacks and storefront lined interior corridors. The district has larger block sizes than Fenton Village, contributing to the district's ability to house larger format retailers. The district is home to more recent construction compared to Fenton Village with retail occupied buildings constructed as early as 1942 up to 2011, for an average of 1975. Buildings here are also taller, with building heights at an average of four stories, the tallest being 12 stories.

As its name denotes, Metro Center is home to the Metro and MARC rail stations, lies on the west side of Georgia Avenue. This district is comparable to the Ellsworth District in physical form with a mix of building heights and an average year built of 1976. However, this district character associates with its office tenants more than the retail mix. At the northern end of the neighborhood, there's a mix of single and 2-story buildings that juxtapose with the up to 16 story buildings in other parts of the district. The physical landscape is hard to navigate by foot and by car due to the CSX rail line disrupting the street grid, changes in elevation, and the Transit Plaza. As such, limited retail exists as a direct result of the district's accessibility.

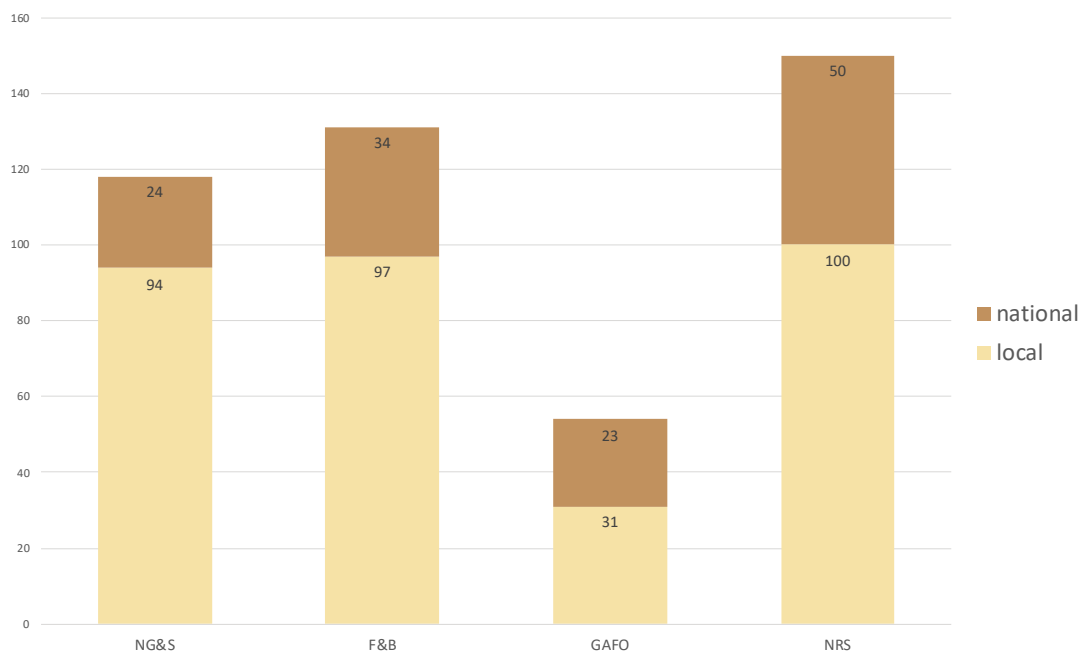
North Silver Spring is home to a mix of office, multifamily residential, and hospitality uses. Retail in the neighborhood mostly serves as amenities to these uses. Buildings in this district are older than those in Metro Center and the Ellsworth District, yet younger than Fenton Village, with the average year built of 1965. The district is more automobile-friendly than pedestrian-friendly due to the siting and egress of buildings and numerous parking lots.

Finally, the West of Railroad district comprises mostly multi-story, multifamily residential buildings, the National Oceanic and Atmospheric Administration (NOAA), and few hotels and retailers. Retail is primarily located off of Georgia Avenue and East-West Highway. The Blair Park Shopping Center, a strip center with adjacent parking, is home to a mix of retailers at the foot of the Blair East apartment building.

INVENTORY

The Silver Spring study area is the most populated of the neighborhoods studied with 529 retail appropriate spaces, 453 occupied (86%). 67% of businesses in the area are retailers, while the remaining third provide Non-Retail Services (NRS) like banks, auto shops, and fitness centers.

CHART 1: NATIONAL/LOCAL DISTRIBUTION BY RETAIL CATEGORY (SILVER SPRING)



Source: &Access 2020

While national chains play a significant role in Silver Spring’s Ellsworth District, the subarea’s retail landscape as a whole is largely locally owned and operated. 80% of Neighborhood Goods & Services (94 businesses) and 74% of Food & Beverage (97 businesses) retailers are local. Fenton Village has the largest share of local retailers, nearly 50% of the share of all locally owned businesses (see chart below).

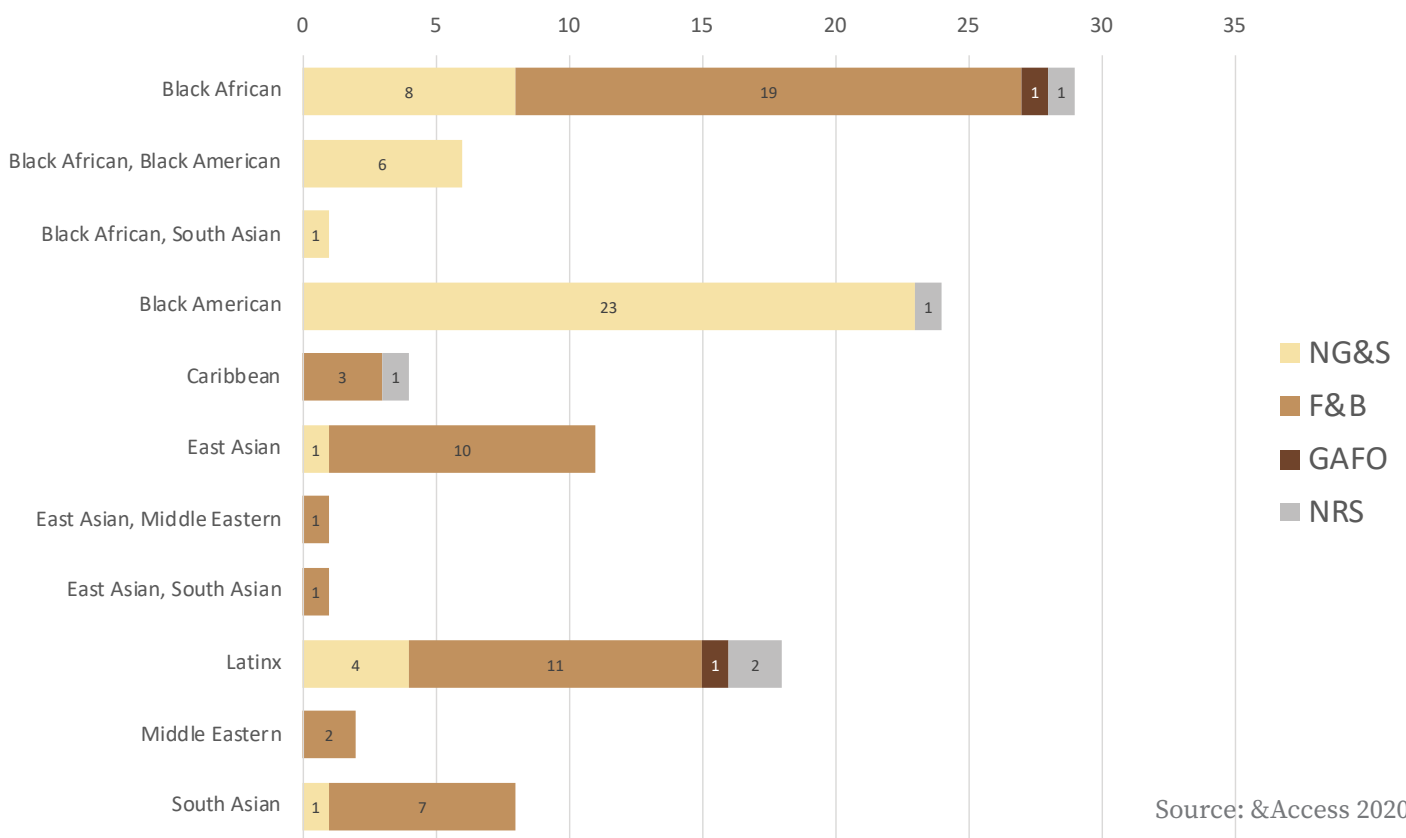
TABLE 1: LOCAL RETAIL CATEGORY DISTRIBUTION BY SUBAREA (SILVER SPRING)

Subarea	NG&S	F&B	GAFO	NRS	Grand Total
Ellsworth District	12	20	14	16	62
Fenton Village	45	52	12	51	160
Metro Center	1	7	2	12	22
North Silver Spring	9	7	1	11	28
West of Railroad	23	15	2	10	50
Grand Total	90	101	31	100	322

Source: &Access 2020

Only 24% of businesses (105 of 451 total) in the study area are explicitly minority-serving. 51% of all minority-serving businesses fall in the Food & Beverage retail category, and 42% are Neighborhood Goods & Services. Black African and Black American businesses comprise the largest share of businesses in this study area, although the study area is also home to a wide range of other ethnicities and racial minorities. Non-retail services and General Merchandise, Apparel, Furniture and Other (GAFO) retail are rare among the minority-serving categories.

CHART 2: RETAIL CATEGORY BY MINORITY SERVED (SILVER SPRING)



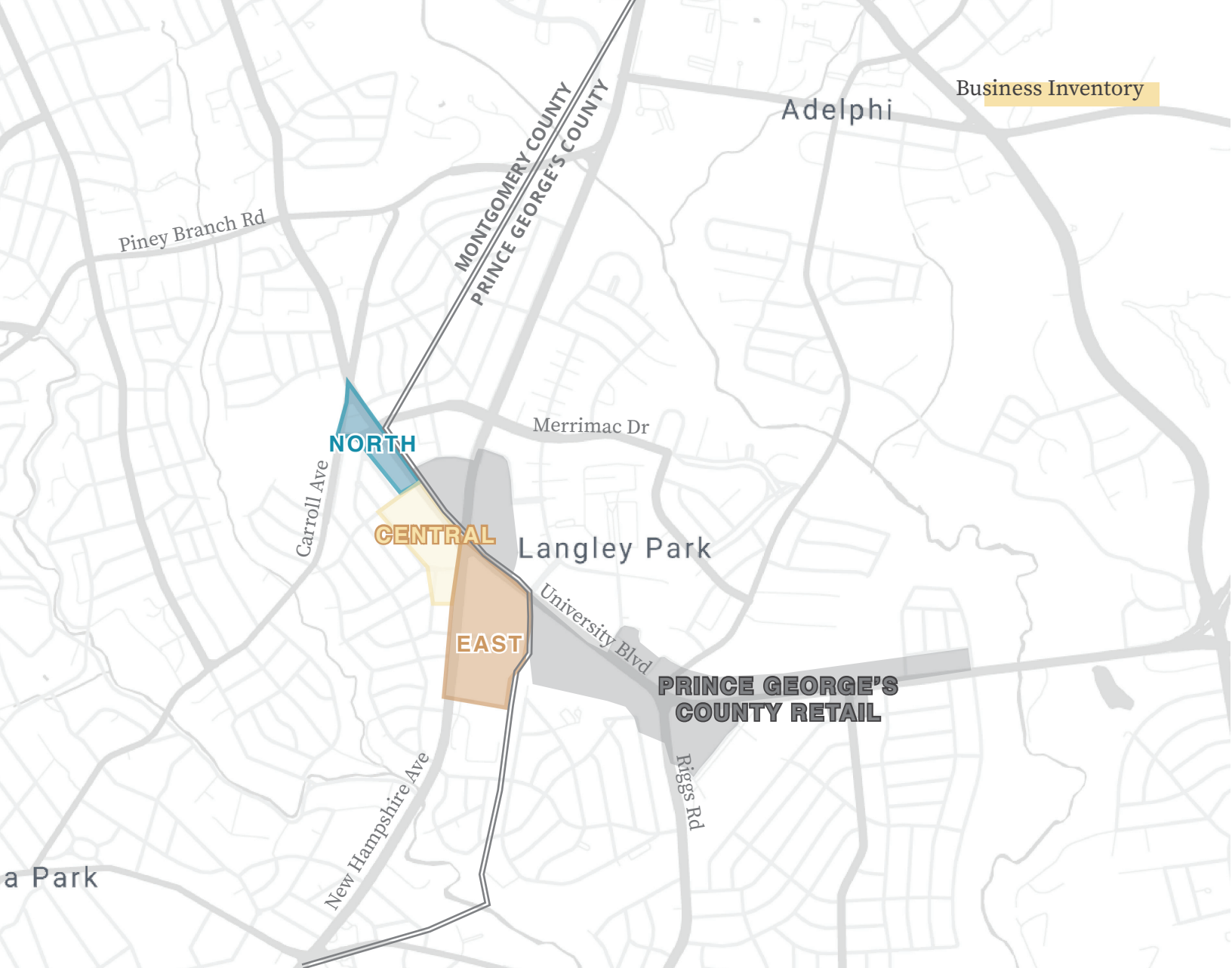
Silver Spring has substantial clusters of both Black American-serving Neighborhood Goods & Services establishments. Black African-serving, Food & Beverage retailers are also numerous, serving the area's significant Ethiopian immigrant community. Very few of GAFO and Non-Retail service businesses in Silver Spring are explicitly minority-serving - only seven total out of the 451 total establishments.

The vast majority of minority-serving businesses in Downtown Silver Spring are local and independent. 95% of all minority-serving businesses in the study area are local. This should demonstrate the value for the Black, Asian, and Latinx populations of investing in locally owned and operated retail establishments.

TABLE 2: SUBAREA DISTRIBUTION BY MINORITY SERVED (SILVER SPRING)

Minority-Served	Ellsworth District	Fenton Village	Metro Center	North Silver Spring	West of Railroad
Black African	2	24			3
Black African, Black American		4			2
Black African, South Asian		1			
Black American	3	7	1	3	10
Caribbean		1		1	2
East Asian	5	3	1	2	
East Asian, Middle Eastern	1				
East Asian, South Asian		1			
Latinx	3	10	3		2
Middle Eastern	1	1			
South Asian		8			
Grand Total	15	60	5	6	19

Source: &Access 2020



TAKOMA-LANGLEY CROSSROADS

The Takoma-Langley Crossroads lie at the edge of the Prince George's County and Montgomery County border and on the spine of University Boulevard and New Hampshire Avenue. University Boulevard connects the corridor to Long Branch, Wheaton, and the University of Maryland campus. New Hampshire Boulevard offers connections to the District of Columbia and Hillandale. In Prince George's County along University Boulevard, there is a proliferation of additional retail. The egress patterns throughout the neighborhood are challenged by the few shopping center entrances, access roads, and poor parking lot circulation. Additionally, due to the traditional strip-style, low-density development of the shopping centers, and the prevalence of parking lots, the pedestrian experience is challenging. Yet, many pedestrians traverse the Crossroads to secure the goods and services needed. On the Montgomery County side of the Crossroads, three distinct retail districts define the retail cluster that calls it home: North, Central, East.

SUB-DISTRICTS

The North district includes a small Asian grocery-anchored shopping center, Merrimac Square, and a series of multifamily residential to commercial conversions that now serve as home to many professional services and salons. All built in 1954, the conversions are located along the University Boulevard access road previously mentioned, while Merrimac Square (constructed in 1968) has access from both University Boulevard, Carol Avenue, and Merrimac Drive.

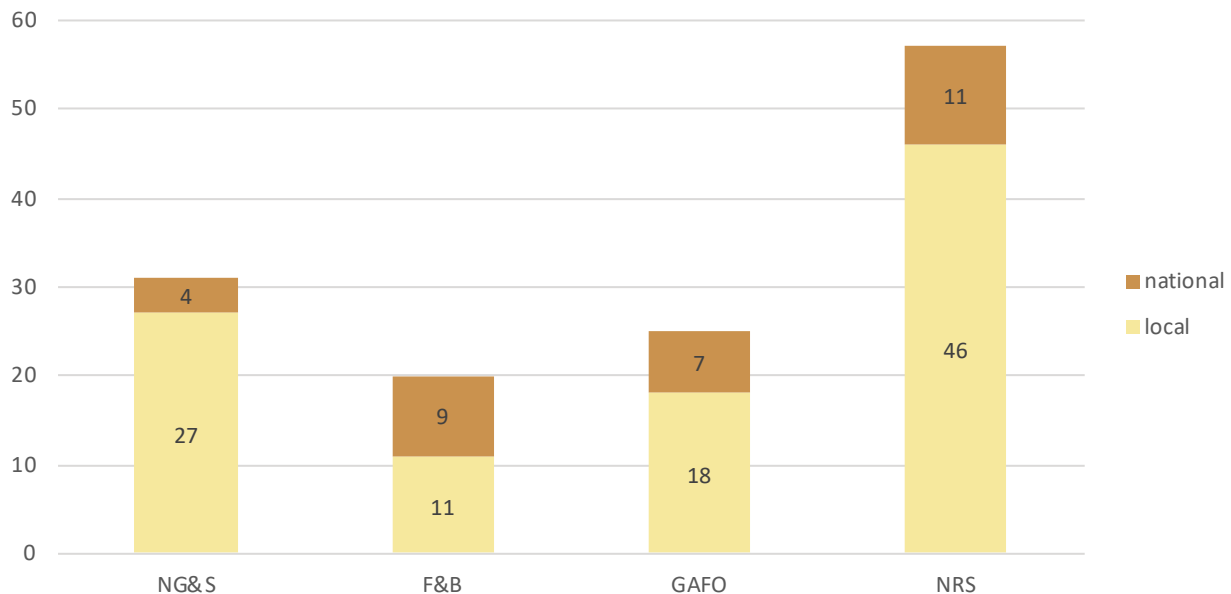
The Central district aligns with the Hampshire-Langley Shopping Center and the Crossroads Professional Building (both built in the 1960s) at the southwest corner of University Boulevard and New Hampshire Avenue. The two signalized entrances to the shopping center at Kirklynn Avenue and south of Anne Street provide access to the shopping center. Yet, the Purple Line construction inhibits using the previously open mid-block entrance on University Boulevard. The Takoma-Langley Purple Line Station is planned for the Transit Center, located across University Boulevard from the shopping center. Around the corner and across Kirklynn Avenue, the professional building is home to one retailer, Rincon Cristiano Book Store, and other professional office tenants. There's limited parking available comparatively to the shopping center. A couple of midblock crosswalks connect both sides of New Hampshire Avenue at the signalized intersection that connects to the JBG Takoma-Langley Crossroads development.

There is a mix of buildings, in various orientations to the street and parking lots, in the East district. The Takoma-Langley Crossroads Shopping Center, also constructed in the 1960s and located near the intersection of University Boulevard and New Hampshire Avenue, hosts most retail uses in the district. The parking lot adjacent to the JBG center and New Hampshire Avenue often is congested due to the angled and perpendicular parking and the number of businesses that use the lot. Additionally, as one travels south on New Hampshire Avenue towards DC, many professional services and hotels join non-contiguous retail uses. Along Holton Lane, a mix of Neighborhood Goods and Services and professional service uses lines the corridor.

INVENTORY

These 133 businesses are largely locally owned and operated; 23% are national chains like Aldi, Walgreens, Starbucks, 7-Eleven, and electronics stores like T-Mobile and Sprint. Neighborhood Goods & Services and Non-Retail Services make up 67% of minority-serving businesses in Takoma-Langley. General Merchandise, Apparel, Furniture, and Other (GAFO) retailers represent another important cluster of retailers in the neighborhood - 12 of 16 GAFO establishments serve the Latinx population. In contrast, the remaining four serve both the Black American and Black African cohorts.

CHART 3: NATIONAL/LOCAL DISTRIBUTION BY RETAIL CATEGORY (TAKOMA-LANGLEY)



Source: &Access 2020

The East subarea is home to the largest mix of local businesses, including a large share of non-retail services (NRS). Each of the other subareas have a relatively sizeable share of non-retail services, 17 in North and 7 in Central. Overall, this category comprise the largest share of locally owned businesses in Takoma-Langley.

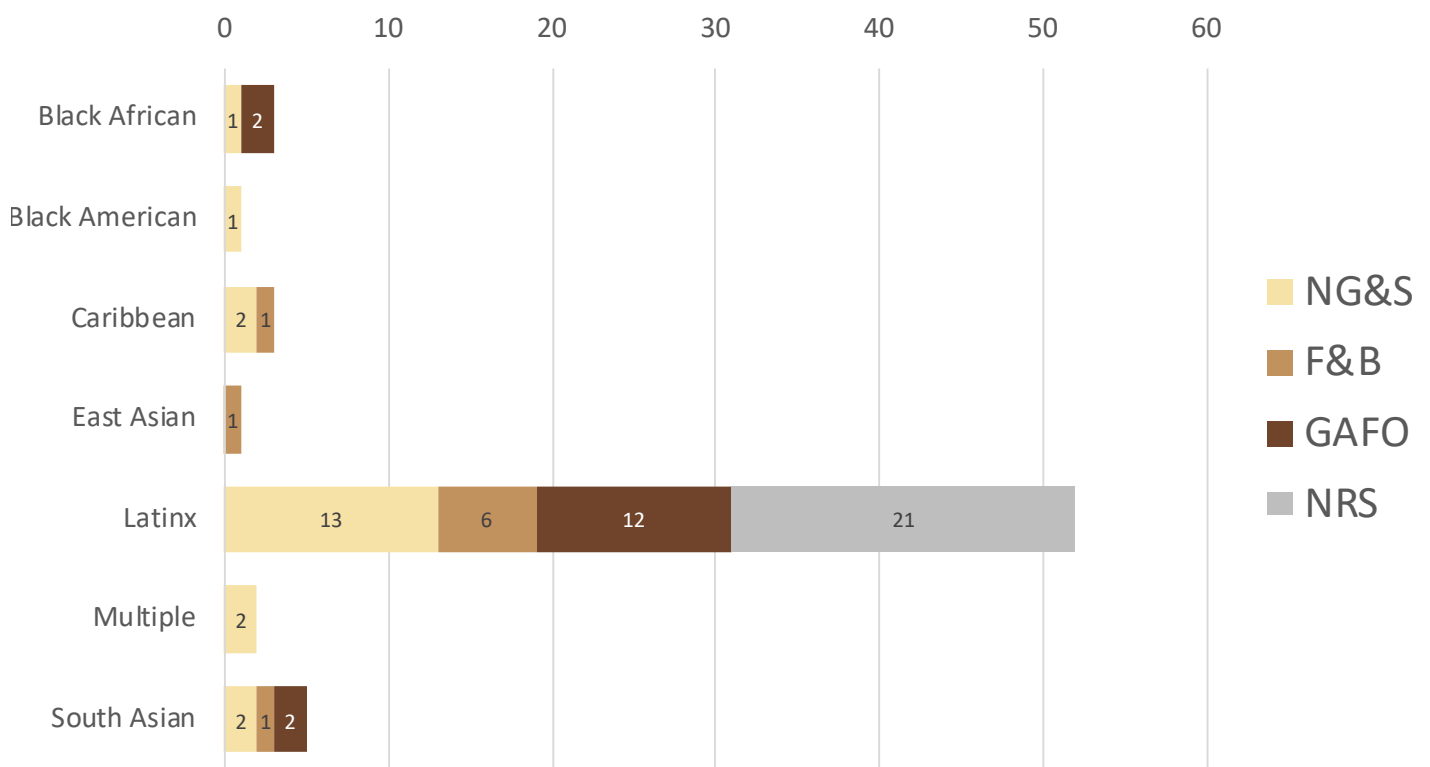
TABLE 3: LOCAL RETAIL CATEGORY DISTRIBUTION BY SUBAREA (TAKOMA-LANGLEY)

Subarea	NG&S	F&B	GAFO	NRS	Grand Total
North	8	2		17	27
Central	6	4	7	7	24
East	13	5	11	22	51
Grand Total	27	11	18	46	102

Source: &Access 2020

Nearly one in every two retailers (54%) in this subarea are minority-serving. 80% target the local Latinx population, while just 7% serve South Asian customers. The remainder serves a mix of Black African, Black American, and East Asian clientele. 82% of all minority-serving businesses in the study area are locally owned. Even the majority of the 66 businesses that are not explicitly minority-serving are locally owned. Independent retailers and non-retail services businesses are an essential majority of businesses in the Takoma-Langley subarea, even in the non-minority-serving sphere. The East district has the largest mix of minority-serving retailers by ethnicity/race. Latinx-serving businesses are prevalent across all three subareas.

CHART 4: RETAIL CATEGORY BY MINORITY SERVED (TAKOMA-LANGLEY)

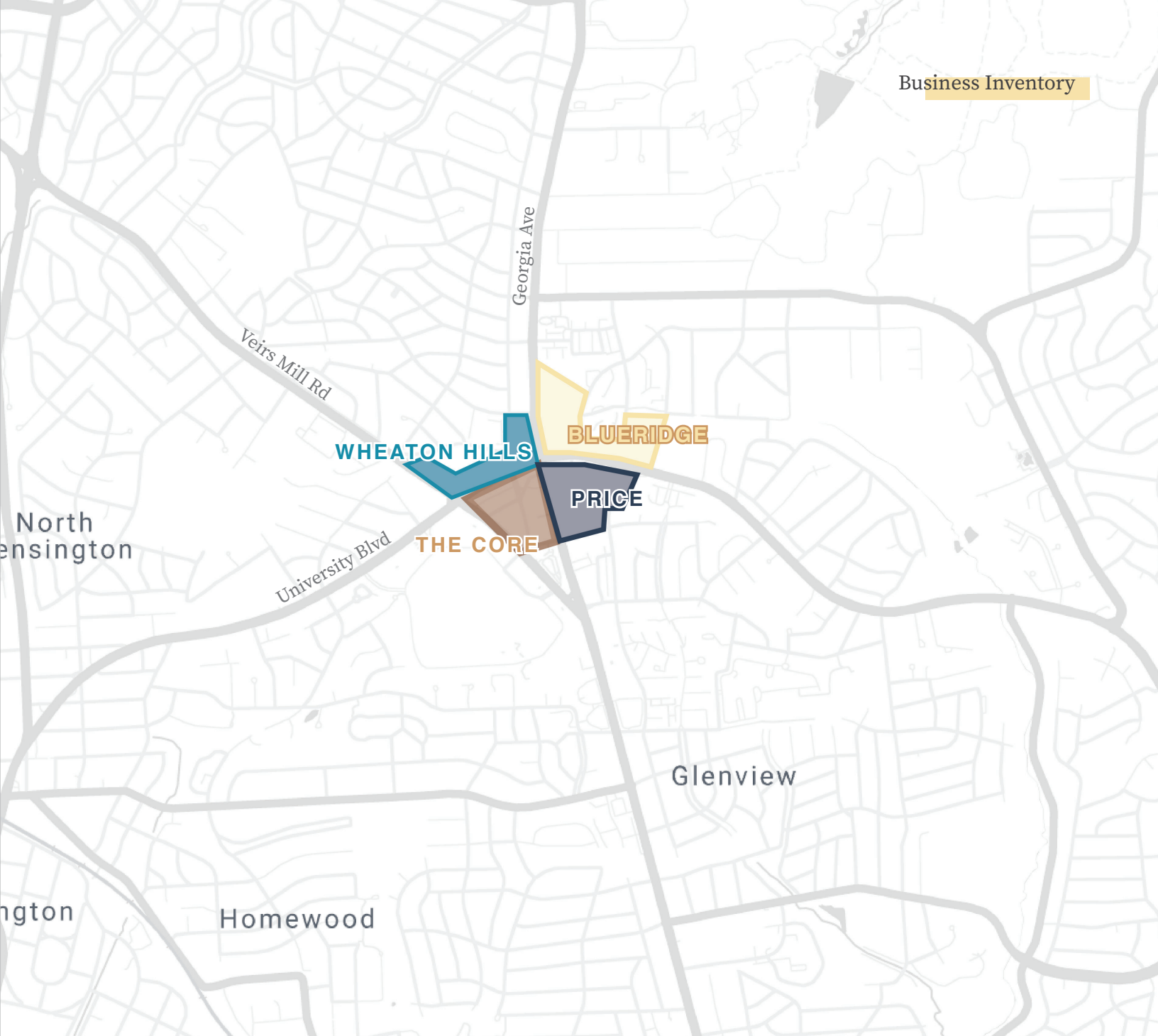


Source: &Access 2020

TABLE 4: SUBAREA DISTRIBUTION BY MINORITY SERVED (TAKOMA-LANGLEY)

Minority-Served	North	Central	East
Black African		2	1
Black American			1
Caribbean		1	2
East Asian			1
Latinx	13	9	18
Multiple			2
South Asian	1	1	3
Grand Total	14	13	28

Source: &Access 2020



WHEATON

The commercial neighborhood is characterized by retail fronting the primary corridors of Georgia Avenue, University Boulevard, and Veirs Mill Road. University Boulevard and Georgia Avenue create four quadrants/districts included for the analysis. Each of these districts has a unique set of characteristics that contributes to the success of the diverse retailers located in the neighborhood. Unlike the other two study areas, the Wheaton study area excluded some of its retail, the Westfield Wheaton Mall, and other commercial real estate west of Veirs Mill Road. The mall and surrounding areas have a majority national brand tenant mix or are non-retail uses.

SUB-DISTRICTS

The Core, located at the southwest corner of University Boulevard and Georgia Avenue, is home to the newly constructed 14-story County office building and adjacent plaza. The rest of the building stock in The Core is relatively low density, at one to three stories, and much older building stock. The average year built is 1960, with buildings constructed as early as 1947. In fact, only three buildings were built after 1988. Triangle Lane offers access to retailers, but the County's office building limits its visibility. Retailers throughout the core have visibility challenges due to the interior network of roads and parking lots. However, retailers fronting the primary roads (University Boulevard, Veirs Mill Road, and Georgia Avenue), have adequate visibility but struggle with the lack of sufficient, adjacent parking for their customers due to the limited on-street options.

Immediately north of The Core is the Wheaton Hills district with its primary retail cluster lining Georgia Avenue. The strip centers off of Georgia Avenue are perpendicular to the road with limited visibility to the road, especially for the most interior businesses. Another strip of retailers exists at the corner of University Boulevard and Veirs Mill Road. The businesses lining University Boulevard have four parking spaces to share, except for Nick's Diner with a dedicated private parking lot. Building age ranges from a year built of 1940 to 2009, and buildings are primarily one-story.

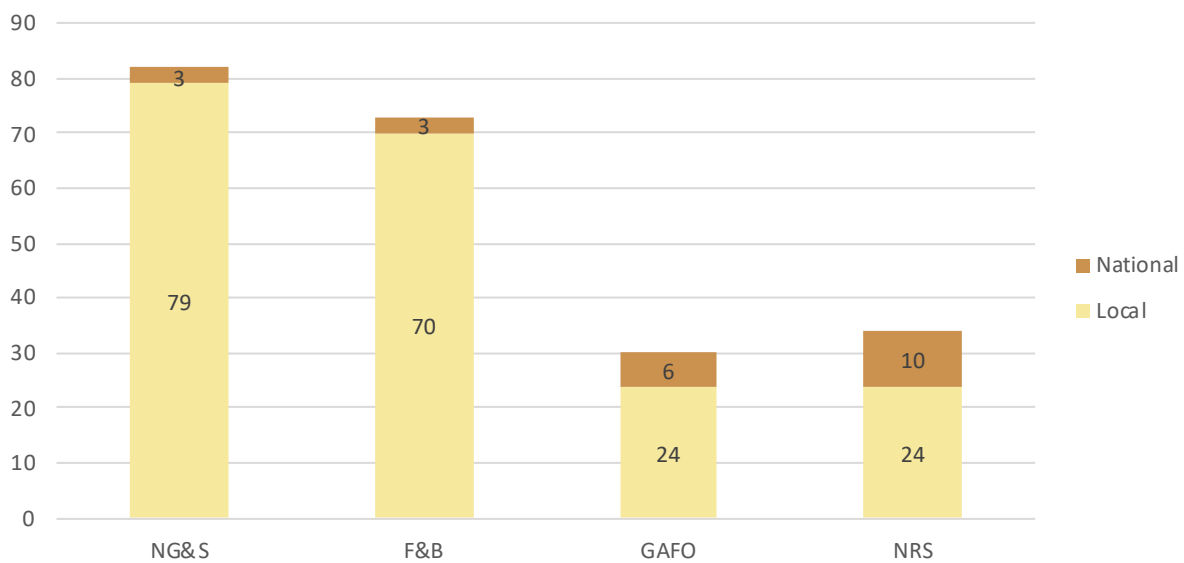
The Blueridge district, named from Blueridge Avenue, defines its northern boundary and is home to four strip centers along University Boulevard and Georgia Avenue. Each center has parking available in front of the building, which seems to fulfill its needs. A few centers have additional parking at a lot in the rear of the building, including the metered Blueridge Hickerson Lot. The average year built of the Blueridge's buildings is 1971; the two oldest buildings, retail strip centers, were constructed in 1947. Additionally, the district's density is fairly low, with the majority of the buildings being one-story.

At the southeast corner of University Boulevard and Georgia Avenue lies the Price District (named for Price Avenue which bisects the district). This district is arguably the most walkable due to the few parking lots that disrupt the interior streets' retail expression. This contributes to the number of restaurants in the district. Building age ranges from 90 years old (constructed in 1930) to as young as six years old. Recent construction includes a 17-story mixed-use multi-family building, home to Safeway on the ground floor. However, most other buildings in the district are only one-story tall.

INVENTORY

Of the 263 storefronts in the Wheaton subarea, 82% are occupied. Only 22 of these are national or chain businesses; the other 90% of Wheaton’s retail spaces are home to locally owned, independent retailers. 98% of minority-serving businesses in Wheaton are local and independent. This demonstrates the value for the Black, Asian, and Latinx populations of investing in locally owned and operated retail establishments.

CHART 7: NATIONAL/LOCAL DISTRIBUTION BY RETAIL CATEGORY (WHEATON)



Source: &Access 2020

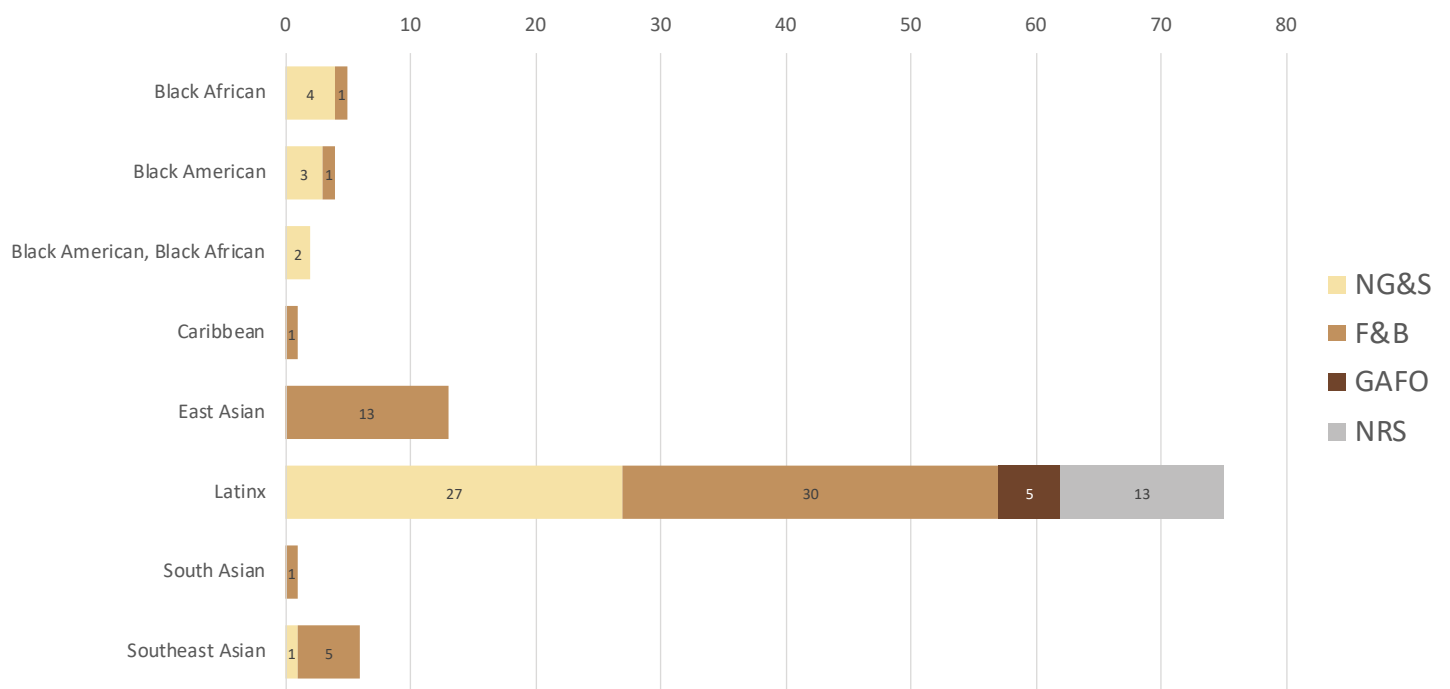
TABLE 5: LOCAL RETAIL CATEGORY DISTRIBUTION BY SUBAREA (WHEATON)

Row Labels	NG&S	F&B	GAFO	NRS	Grand Total
Blueridge	16	13	2	6	37
Price	21	24	2	2	49
The Core	35	28	17	15	95
Wheaton Hills	7	5	3	1	16
Grand Total	79	70	24	24	197

Source: &Access 2020

Independent Neighborhood Goods & Services (NG&S) and Food & Beverage (F&B) establishments compose the bulk of Wheaton’s retail ecosystems, accounting for 68% of all occupied spaces. 108 of these businesses (41%) are minority-serving. The vast majority serve the local Latinx population in all retail type categories. 13 East Asian establishments - all in the Food & Beverage category - make up 12% of minority-serving businesses in Wheaton. The rest serve a mix of Southeast Asian, Black American, Black African, and Caribbean populations.

CHART 8: RETAIL CATEGORY BY MINORITY SERVED (WHEATON)



Source: &Access 2020

88% of Food & Beverage retailers that are minority-serving are full-service restaurants. 34% of all minority-serving businesses operate in the Neighborhood Goods & Services category. Of these, 57% are personal services businesses. An additional 32% of NG&S businesses in Silver Spring are grocery and convenience stores. 79% of all minority-serving NG&S businesses in the Wheaton study area serve the Latinx community. The majority of minority-serving and locally owned retailers and non-retail serving businesses are in The Core.

TABLE 6: SUBAREA DISTRIBUTION BY MINORITY SERVED (WHEATON)

Row Labels	Blueridge	Price	The Core	Wheaton Hills
Black African		3		2
Black American		1	3	
Black American, Black African			1	1
Caribbean			1	
East Asian	4	3	5	1
Latinx	15	13	41	4
South Asian				1
Southeast Asian	1	3	2	
Grand Total	20	23	53	9

Source: &Access 2020

“THE [LIMITED] AVAILABILITY OF FUNDING, AND LACK OF TRAINING ON HOW TO DEAL WITH CUSTOMERS AND HOW TO MAINTAIN BUSINESS ARE CHALLENGES WHEN DISCUSSING HOW TO ACHIEVE GOALS... BANKS ARE ALL SUFFERING TOO AND UNWILLING TO PROVIDE FINANCING TO SUPPORT LONG TERM OPERATIONS.”

- WINE SHOP, WHEATON

“WE INVEST IN OUR EMPLOYEES. 90% OF THEM ARE COLLEGE-EDUCATED. 50% HAVE BUSINESS PLANS OF THEIR OWN. WE ARE TRAINING THEM TO LEAVE OUR BUSINESS AND OPEN THEIR OWN. WE’RE SUPPORTING THE COUNTY’S FUTURE TAX REVENUE. IT SEEMS LIKE THEY COULD SUPPORT US AS WELL.”

- RESTAURANT OWNER, SILVER SPRING

“I DON’T UNDERSTAND THE TAKOMA PARK TAX [I.E., TAKOMA/LANGLEY CROSSROADS COMMERCIAL DISTRICT LICENSE FEE] WHEN WE STILL ARE REQUIRED TO PAY COMMON AREA MAINTENANCE FEES. I DON’T SEE THE BENEFIT.”

- GROCER, TAKOMA-LANGLEY CROSSROADS

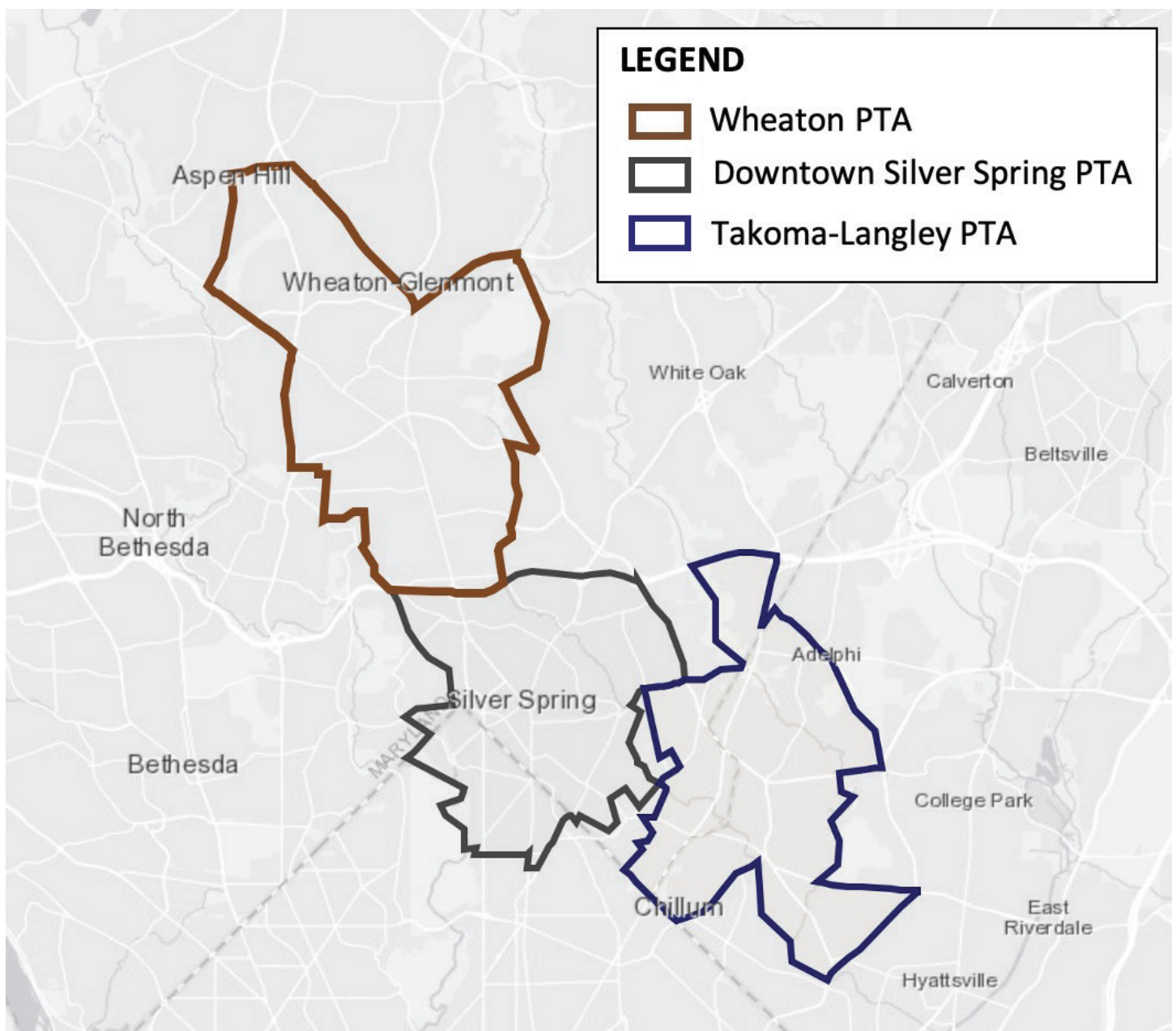
DIVERSE RETAIL STUDY | FINDINGS MEMORANDUM

DEMOGRAPHIC ANALYSIS

As summarized in the following section of the report, this demographic analysis profiles the nature of the population in areas surrounding each of the three target areas in Silver Spring, Takoma-Langley Crossroads, and Wheaton, MD.

TRADE AREA ANALYSIS

For each of the study areas, the Primary Trade Area represents the area from which the largest proportion of retail customers are drawn. These trade areas reflect the ethnic makeup of the diverse community. Baseline data for each of these primary trade areas help highlight existing conditions and demographic trends for area households and workers. The following map shows each trade area:



DEMOGRAPHIC INDICATORS

The core of each of the three PTAs contains a cluster of commercial activity within a large surrounding residential community. Downtown Silver Spring offers a dense urban format with high-rise development patterns; as a result, the 24,148 households include many singles living alone with 50% family households. In the Takoma-Langley PTA, the area's 79,440 residents live in roughly 23,298 households, of which 67% are families. This mirrors the breakdown in the Wheaton PTA for which 67% of the 21,886 households are families. Takoma-Langley's average household size of 3.4 persons exceeds the County average of 2.71 persons, representing the highest number of persons per household. The suburban nature of residential development in Wheaton's PTA accounts for a similarly high 3.05 average persons per household.

TABLE 7: DEMOGRAPHIC INDICATORS

Indicators	Wheaton PTA	Silver Spring PTA	Takoma-Langley PTA	Montgomery County
Population	72,468	60,637	79,440	1,046,075
Household	23,085	27,573	23,298	382,920
Median Household Income	\$91,208	\$90,173	\$66,387	\$109,372
Median Age	37.6	38.5	33.4	39.8
Average Household Size	3.1	2.2	3.4	2.7

Source: ESRI, 2020; PES, 2020.

Measures of household ownership and rental conditions reflect residential development patterns with more renters in the urban communities and higher ownership in the less dense suburban single-family home neighborhoods outside the commercial cores. The rate of homeownership was highest in the Wheaton PTA at 68% of all households compared to 45% in the Downtown Silver Spring PTA and 41% in the Takoma-Langley PTA. The Wheaton PTA's stretch to the northwest towards Aspen Hill to include concentrations of ethnic households impacts the tenure breakdown, suggesting many minority households own their homes.

DIVERSE POPULATIONS

The population is ethnically and economically diverse among all three trade areas as well as in Montgomery County as a whole. 43% of the Downtown Silver Spring PTA residents are White and 37% Black while 17.2% (of all races) are Hispanic. A review of 2010 Census data indicates that the ethnic diversity in the Downtown Silver Spring population is increasing with a gain of 2,871 Hispanic residents or 37.9-percent growth and a gain of 770 Asian residents representing a 10.2-percent population increase. Not surprisingly, one in four households in the Takoma-Langley PTA identify as Black with a smaller share (18.2% Black) in the Wheaton PTA. The Takoma-Langley PTA represents a predominantly Hispanic community with 63.4% categorized as Hispanic (inclusive of all races) and 25.6% Black. In the Wheaton PTA, 11.6% identify themselves as Asian alone—the largest percentage across all three PTAs. The Takoma-Langley PTA has experienced a 19.5-percent growth in the Hispanic population, which increased by 8,235 residents from 2010. The Hispanic population in the Wheaton PTA increased by 6,323 residents or 25 percent.

TABLE 8: POPULATION GROWTH BY RACE/ETHNICITY

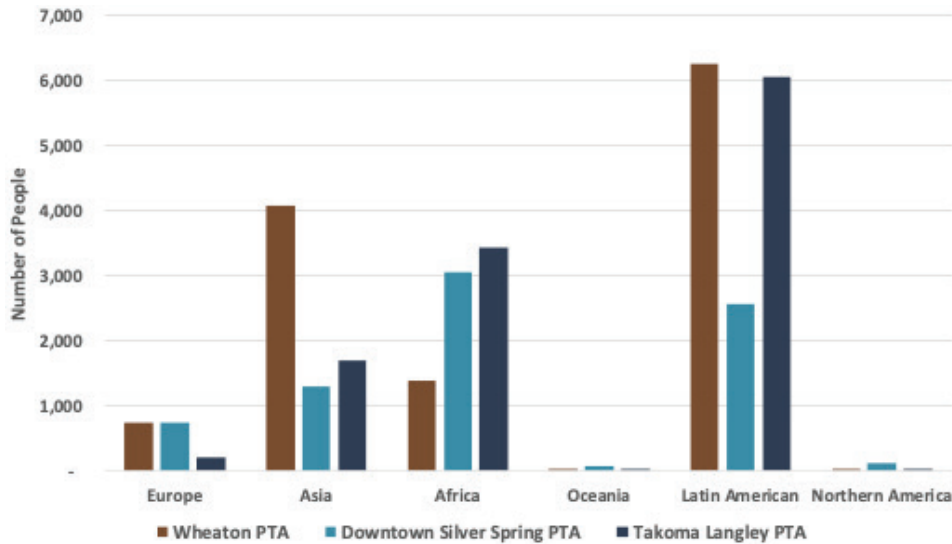
	Wheaton PTA			Downtown Silver Spring PTA		
	2010	2020	Percent Change	2010	2020	Percent Change
White	32,009	30,132	-5.9%	26,843	26,363	-1.8%
Black	11,087	13,168	18.8%	18,572	22,445	20.9%
Asian	7,768	8,435	8.6%	3,015	3,785	25.5%
Hispanic Origin (Any Race)	25,083	31,406	25.2%	7,577	10,448	37.9%

	Takoma-Langley PTA			Montgomery County		
	2010	2020	Percent Change	2010	2020	Percent Change
White	19,261	19,417	0.8%	558,358	537,762	-3.7%
Black	23,315	20,363	-12.7%	167,315	203,053	21.4%
Asian	3,530	3,220	-8.8%	135,451	162,066	19.6%
Hispanic Origin (Any Race)	42,098	50,333	19.6%	165,398	217,929	31.8%

Source: ESRI, 2020; PES, 2020.

Beyond the racial and ethnic make-up of existing residents, the appeal of these three communities for foreign-born immigrants creates an even more diverse mix of households. Foreign-born residents represent more than half of all Takoma-Langley PTA residents with 54% born outside the U.S. This compares to 39% foreign-born in Wheaton and 26% in the Downtown Silver Spring PTA. A further review of these populations shows the highest percentage attributable to Latin American countries, consisting of 53% of the foreign-born population in the Takoma-Langley PTA and 50% in Wheaton. The foreign-born mix in Downtown Silver Spring splits with one-third from Latin American countries and 39% from Africa.

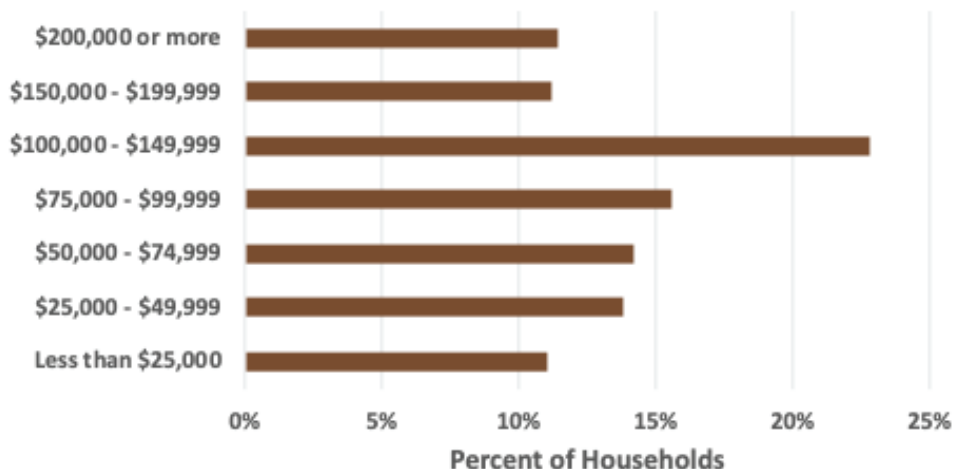
CHART 11. FOREIGN BORN POPULATION BY COUNTRY GROUPS, 2018



HOUSEHOLD INCOME

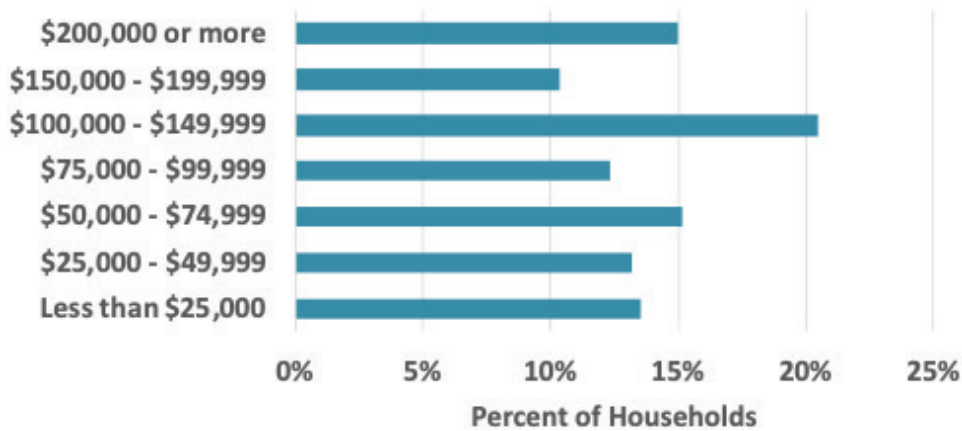
The median household income in the Wheaton PTA was \$91,208 in 2019, according to data estimates provided by ESRI, a national data provider. This median household income tracks closely with the Downtown Silver Spring PTA at \$90,173. A review of the distribution of incomes in the Wheaton PTA indicates that one out of every four households earned less than \$50,000 annually. Montgomery County has a large percentage of high earning households with 35% of all households earning in excess of \$150,000 annually, compared to roughly 11% earning \$150,000 or more in the Wheaton PTA. The stratification of low-income households within the Wheaton PTA balances with the higher share of middle class; nearly 23% earned between \$100,000 and \$150,000.

CHART 12: WHEATON PTA - HOUSEHOLD INCOME DISTRIBUTION, 2020



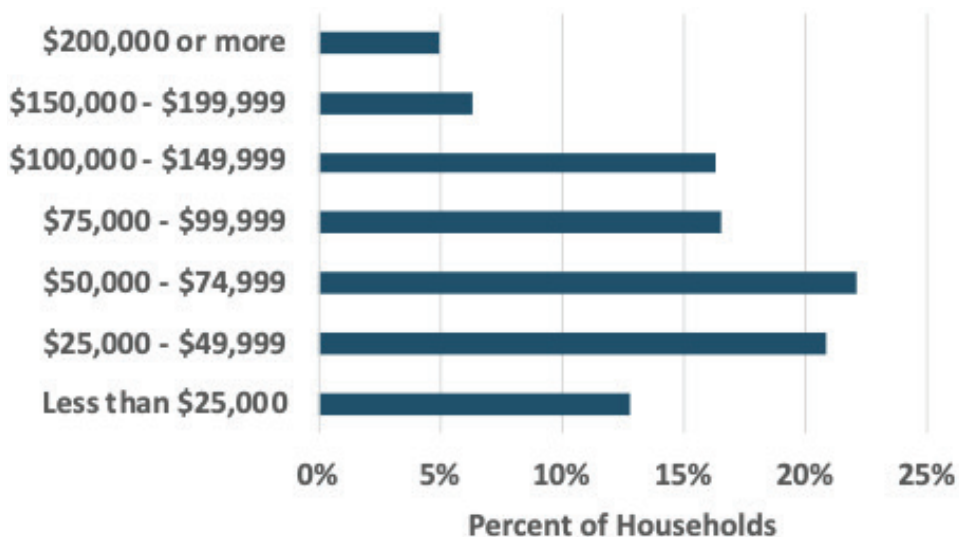
In the Downtown Silver Spring PTA the median household income of \$90,173 balances the large share of low-income households and higher income households taking advantage of all the amenities and infrastructure assets. One in four households earn in excess of \$150,000 annually with 15% earning more than \$200,000 annually. 27% of households in the Downtown Silver Spring PTA earn less than \$50,000, including 14% earning less than \$25,000.

CHART 13: SILVER SPRING PTA - HOUSEHOLD INCOME DISTRIBUTION, 2020



The median household income in the Takoma-Langley PTA was \$66,387, only 61% of the County median household income of \$109,372. More than one-third of households in the Takoma-Langley PTA make less than \$50,000, and roughly 11% earn \$150,000 or more, half the rate of Wheaton PTA households.

CHART 14: TAKOMA-LANGLEY PTA - HOUSEHOLD INCOME DISTRIBUTION, 2020



COMMERCIAL BUSINESS ENVIRONMENT

The commercial business environment represents a diverse business environment with a cluster of businesses that attract not only customers and employees but also visitors to the community.

TABLE 9: BUSINESS ENVIRONMENT

Employment Indicators	Wheaton PTA	Downtown Silver Spring PTA	Takoma-Langley PTA
Number of Businesses	1,742	3,121	1,491
Total Employment	18,205	29,525	10,832
Daytime Population	60,516	62,054	52,861
Percent Working in White Collar	61.0%	80.0%	38.0%
Percent Working in Blue Collar	18.0%	9.0%	37.0%
Percent Working in Services	22.0%	11.0%	26.0%
Source: ESRI, 2020; PES, 2020.			

Data on the business climate reflects the number of businesses, employees and expected daytime population within all three PTAs. The Downtown Silver Spring PTA stands out with a thriving business community including more than 3,100 businesses, operating as a Central Business District for southeastern Montgomery County. As would be expected, Downtown Silver Spring has the largest number of workers with 29,500 employees and the largest percentage (80 percent) of residents working in white-collar industries. The Takoma-Langley PTA with less than half as many businesses (1,491) provides 10,832 jobs. 26% of Takoma-Langley PTA residents work in the service industry, the highest percentage among the three PTAs. ESRI estimates the daytime population reaches 52,861 people on weekdays in Takoma-Langley. In the Takoma-Langley community 38% of employed residents work in white-collar jobs, slightly over half of the 75-percent rate in the County as a whole. Blue-collar professions employ 37% of Takoma-Langley residents, outpacing Montgomery County's 11% of residents working in blue-collar jobs. The Wheaton PTA has 1,742 businesses, 18,205 employees and a daytime population of 60,516. 61% of PTA residents work in white-collar occupations.

“THERE HAVE BEEN NEGATIVE IMPACTS FROM CONSTRUCTION, WHERE CONTRACTORS ARE DISRESPECTFUL AND DO NOT CARE THAT THEY ARE INHIBITING SALES AT BUSINESSES.”

- PERSONAL SERVICES BUSINESS OWNER, SILVER SPRING

“[BETTER] DEFINE WHAT CLASSIFIES AS A SMALL BUSINESS, SO TO DISTINGUISH A BUSINESS MY SIZE (10 OR FEWER EMPLOYEES) FROM THOSE WITH MANY MORE. I SHOULDN'T COMPETE WITH BUSINESSES WITH 50 EMPLOYEES OR MORE FOR PROGRAMS AND FUNDING [AN UNFAIR ADVANTAGE DUE TO STAFF AND FINANCIAL RESOURCES AVAILABLE].”

- CAFE OWNER, SILVER SPRING

“THERE SHOULD BE SOME RECOGNITION OF GREAT LANDLORDS - POTENTIAL INCENTIVES FOR PRESERVING THE NEIGHBORHOOD CHARACTER OR WORKING WITH SMALL BUSINESS OWNERS.”

- CAFE OWNER, SILVER SPRING

DIVERSE RETAIL STUDY | FINDINGS MEMORANDUM

RETAILER INTERVIEWS

To effectively understand the challenges threatening the viability of local, diverse retailers, over 40 interviews were conducted with business owners in each neighborhood. The interviews were largely unstructured to enable the business owner time and space to voice their top concerns. The consultant team continued to probe with a series of predetermined and impromptu questions, and the following findings focus on the themes within the County's sphere of influence.

COVID-19 RECOVERY

As of October 2020, COVID-19 phased re-entry was underway, and the pandemic's impacts on business owners continued to take root. As such, business owners were unable to disassociate their businesses' goals and challenges outside of the COVID-19 context. Each business owners' business risks varied, depending on their property owner relationship, the neighborhood's physical conditions, and the pivoting strategies deployed, among others. However, most do not feel hopeful about outlasting the pandemic due to the many reasons below.

COVID-19 FUNDING + FINANCING ASSISTANCE

Eligibility: The ability to secure funding and financing opportunities relied on the business owner's awareness, ability to apply, and ultimately if they were eligible. A few business owners have the perception that they were ineligible. One owner that lives in Prince George's County did not apply for County assistance due to his residency status. Another owner detailed that the business does not technically have any employees since each barber rented their booth as independent contractors, limiting the ability to request increased grant and loan amounts. The American University Latino Enterprise Study (June 2020) noted that "...business owners either remain in doubt about their eligibility or lack necessary knowledge about the specific steps required to apply [for loans or grants]."

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Disinterest: For many reasons, business owners refuse to apply for County support. Historically, the application process challenged business owners who now do not have hope in successfully receiving support. (Note, some business owners cited the fast turn around times and limited materials needed for the COVID-19 recovery support as an improvement.) Additionally, occupancy and other operating costs greatly exceed the amount of grant awards. The business owner would rather devote the time to the business areas that would result in more substantial revenue generation, particularly true for restaurants with high weekly revenues.

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Lack of Federal Response: Many of the local, diverse businesses were disheartened and discouraged by the lack of response from many of the federal government grants and loans, namely the Paycheck Protection Program (PPP) and Economic Injury Disaster Loans (EIDL). Unfortunately, this lack of response negatively impacts the business's perception of the County's available support.

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REGULATIONS

Essential Business: Some business owners were able to classify as essential businesses, although most of their goods or services are in non-essential categories. These businesses hosted one or more essential goods/services on-site, such as check cashing windows, liquor sales, etc. Some businesses that did not meet an “essential” status noted the unfair advantage.

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Alcohol Sales Curfew: Many restaurants and nightclubs in Silver Spring and few in Wheaton noted the curfew’s devastating impact on sales potential. Most of these businesses understand the need to limit capacity inside their venues. However, they cited that the capacity limits combined with the curfew contribute to an up to 85% decrease in sales compared to volumes before the pandemic, while their overhead costs, specifically rent, remain the same. Additionally, many business owners stated their customers were going to surrounding jurisdictions for late-night hours and questioned the logic of the public health implications of the curfew. They argue that if customers go to DC or northern Virginia, they increase the infection potential of people in their immediate neighborhood.

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RELATIONSHIP WITH PROPERTY OWNERS

Rent Concessions: Most business owners received some support (mostly deferrals) for rent. However, most businesses are indebted to their landlords due to COVID-19 deferrals and the inability to pay. Some business owners think the threat of eviction nears as rent and mortgage payment moratoriums end.

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Lack of Contact: Throughout the pandemic, business owners had varying success in connecting with and receiving support from their landlords. When the relationship is minimal or nonexistent, business owners seem to be more skeptical about their ability to sustain through the pandemic and beyond.

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GENERAL FINDINGS

NEIGHBORHOOD CHARACTER

Increased Development: New development and the increased density of residents and businesses in the neighborhood is positively viewed in Wheaton and Silver Spring. Most business owners recognize the increased sales potential. However, some business owners believe new development receives special treatment. One incident occurred with a new residential building open across the street from an existing nightlife venue with a rooftop bar. The owner enclosed the bar to address noise complaints but felt the County and development team did not consider the existing neighborhood context.

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Homelessness: Owners in all three neighborhoods noted a rise in homelessness in recent years and even more during COVID-19. One business owner noted that homeless people were stealing food from their back door that connected the kitchen to the rear parking lot. Now, the business locks the door, limiting the business's ventilation.

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Although interviews with businesses report an increase in homelessness, the numbers bear out a different case. Homeless individuals do congregate in commercial districts due to their proximity to public transportation and other services that may create the perception of increased numbers of individuals on the street. The Montgomery County Interagency Commission on Homelessness has tracked an overall 30% decrease in the number of homeless individuals over ten years. Bethesda Cares, a homeless provider in the County, reports that census counts of homeless individual conducted for the August to October time period is also down approximately 20% compared to last year. This is likely due to increased efforts to protect and house homeless individuals during the pandemic. A better understanding of outreach efforts to homeless individuals in the three commercial districts would provide a better understanding of perceived increases in people experiencing homelessness.

Safety: Most business owners were satisfied with the neighborhood's safety and security present. However, business owners in Silver Spring identified the greatest need for increased safety procedures, mostly to address crowds following nightlife activity and events. Business owners in Takoma-Langley noted an isolated armed robber incident.

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Population changes: Interviewees in Wheaton described a perceived exodus of the Latinx customer base and, subsequently, Latinx businesses to other neighborhoods. Note, this finding conflicts with the demographic findings, potentially due to the known underreporting and undercounting of Latinx residents.

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Legacy Businesses: Most of the businesses interviewed are longstanding in their respective communities (e.g., Caribbean Market in Takoma-Langley Crossroads 15 years under current ownership, Priti's Jewelry and Fashion in Takoma-Langley Crossroads: 23 years, Vicino Italiano: 31 years, Cancun Grill in Wheaton: 10 years). If they moved, it was within the same district. However, many of these businesses have not been successful in applying for grants and loans or receiving other County support. Many feel the County does not have a clear role in their business success. They feel deep connections to their communities and think if they fail, a resulting long-term psychological impact on the community will ensue.

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Lack of Ownership: Over 95% of businesses interviewed leased their building. The lack of ownership is a direct threat to business sustainability, but, when asked, most were not interested in pursuing ownership or did not see a pathway to make it financially viable.

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IMPACT OF CONSTRUCTION

Mitigation: A common theme across all interviews was a perceived lack of planning to mitigate the impacts to business operations from construction of all types - private real estate development, County investments, and road construction/transportation improvements. The issues faced by businesses include the lack of access to loading and delivery zones and blocked parking lots and driveways, among others. Business owners often feel the County is reactive to the issues presented with a limited ability to support them or iterate on the resulting impediments (see below for more details).

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Limited Knowledge: First, business owners continually cited limited knowledge of construction projects, especially the Purple Line. Theoretically, they understand the Purple Line's potential positive impacts, yet often feel caught off guard about its immediate impacts on business activities.

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Traffic: In Takoma-Langley Crossroads, the most common impact to local, diverse retailers' revenue before COVID-19 was the traffic induced by the Purple Line construction. Business owners cited a reduction of 20% to 30% since construction commenced due to a customer base who has since changed their shopping behaviors to patronize other centers.

TL

Parking: On-street and lot parking opportunities are often the first to be obstructed during construction projects of all types. This impact on parking is top of mind for many business owners, as their customers are fickle when their patterns are disrupted. In Wheaton, this manifested through the County office building's construction, and, in Silver Spring, it is the Purple Line construction. Note, business owners also mentioned parking spaces' conversion to on-street dining as a challenge for customers used to its convenience. However, the business owners ultimately supported it as a way to aid neighboring restaurants.

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Access/Egress: Other concerns, such as alley access and entry into parking lots, were mentioned. In one extreme case, a gas station's entrance was blocked for months due to Pepco construction on Fenton Street in Silver Spring. In Takoma-Langley, the traffic, previously described, impedes the egress patterns of the shopping centers.

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PROPERTY OWNER RELATIONSHIP

Limited Contact: Retailers located in centers owned by large corporations, notably in Takoma-Langley, often cited the inability to connect with the property owner about topics other than rent payments. Business owners noted the lack of investment and concern about trash, safety, and the impact of construction on revenue. Additionally, when business to property owner contact is lacking, business owners seem to be more skeptical about their ability to sustain through the pandemic and beyond.

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Lease Protections: The interviews yielded a varied level of understanding of leases, tenant protections, and faith in property owners to maintain the tenants' best interest. While some retailers were confident that their landlord operated in their best interest even in cases without a lease agreement in place, others with long-term leases remain concerned about their ability to sustain operations due to the lack of protective clauses.

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Tenant Improvements: In many cases, tenants cited self-funding substantial improvements in tenant improvements with little to no support from landlords or County programs. With limited ability to capture it back, this investment inhibits businesses from moving when poor relationships exist between the two parties.

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Lack of Investment and Little Negotiating Power: The long term stability of many local, diverse businesses has enabled landlords to make limited investments into their centers. Tenants feel they are unable to move their business because they must protect the investments they have made in their space, and that moving will isolate them from their customer base.

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INCREASED OVERHEAD COSTS

Impact of New Policies: Increased minimum wages, foam and plastic restrictions, and the comparative expense of doing business in Montgomery County (high fees, numerous regulations, and stricter employee laws) were all cited as costly barriers to the continued viability of the businesses interviewed.

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Delivery Fees: Although there is limited impact of County policies on delivery fees levied on restaurants who opt to participate in Uber Eats, Seamless, Door Dash, and others, businesses mentioned their concerns. Approximately 30% of each sale is consumed by these companies that also prohibit any price increase. Regardless, competition is too high to increase pricing without decreasing the customer base for many restaurants.

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Rent: Across all three neighborhoods, businesses consider their rent rates increasingly too expensive to maintain. Most legacy business owners are subject to 3% (on average) annual increases while sales have declined due to construction, changing consumer behavior, and the rise of e-commerce, among other reasons.

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OUTSTANDING NEEDS

Lack of Business Voice: Several business owners believe that County policies and supports have had no role in the success or growth of their business, and in some cases that the County has hampered their operations. Although a City of Takoma Park issue, one grocer cited the farmer's market's establishment and growth on Anne Street as a direct cause for sale decline, the business is still responsible for the increased rent and assessed business taxes with the City contributing to the issue. Another business owner identified the lack of small business presence in the County's committees and decision-making processes.

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Inequitable Business Typologies: Although only noted by one business owner in Silver Spring, there is a perception that application pools for business owner support are widely grouped to include microenterprises (fewer than 10 employees) and small businesses (500 or fewer employees). Small businesses often have the staff needed to navigate the application process and are thus more successful at obtaining help compared to microenterprises. The owner proposed a separating the application process for small business and microenterprises to enable the smallest companies to better secure assistance. As noted in a focus group, Jane Redicker, President and CEO of Greater Silver Spring Chamber of Commerce, estimated that 75% of Silver Spring's businesses have fewer than 10 employees.

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Application Requirements: Business owners interviewed believe that application requirements for County support, projects, and contracts are often too exclusive (based on business formation and/or residency status), unreasonable, and/or impossible to complete. Most businesses do not have access to capital required, show profits needed to qualify, or maintain legal/accounting support to apply easily and receive County opportunities. A few businesses noted how systems often misread applications and disqualify business owners due to slight typographical errors.

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Predatory Private Organizations: A few business owners noted that for- and non-profit organizations offer support, collect information, promise results, and sometimes collect money, and in turn, never return, follow up, or answer calls. One manager who previously worked as a County employee noted how they think the County's role should be to distribute initial information with clear guidance for business owners so that third parties will not take advantage of the owner's time, information, and/or limited financial resources. The resources needed to distribute information compared to supporting with successful applications differ and more adequate support is needed for both.

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Language Barriers: Despite assumptions made for the study, all Ethiopian-American and other Black immigrant business owners spoke English with enough fluency to participate in the interviews. However, there were many Latinx business owners who were unable to participate in the interviews until a translator was available.

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“PEOPLE ARE WORRIED THAT PRICES, COST OF LIVING, EVERYTHING MIGHT GO UP AND CHANGE THE DEMOGRAPHIC OF THE AREA, WHO ARE MY TARGET CUSTOMERS.”

- GAFO RETAILER, TAKOMA-LANGLEY CROSSROADS

“CLEARLY REDEVELOPMENT IS COMING [TO THE TAKOMA-LANGLEY CROSSROADS]... IF THERE IS A MASS EXODUS OF TENANTS, AS REDEVELOPMENT OCCURS AND IF THE COMMUNITY AT LARGE IS DISPLACED, MY PROPERTY WILL BE LESS COMPETITIVE.”

- PROPERTY OWNER

“I WOULDN’T WANT TO MOVE, BECAUSE ALL OF MY REGULARS LIVE IN NEARBY APARTMENT BUILDINGS AND DO NOT DRIVE.”

- RESTAURANT, TAKOMA-LANGLEY CROSSROADS

DIVERSE RETAIL STUDY | FINDINGS MEMORANDUM

FOCUS GROUP FINDINGS

Understanding the groups that organize for or around minority-owned and/or -serving independent retailers is critical. In some cases, these groups are aligned with the needs of local, diverse retailers and may serve as effective bridges between businesses, consumers, and government resources. In other cases, some groups may not include minority-owned and/or -serving independent retailers in their work, or might actively seek to challenge the diverse retail ecosystems that currently exist.

The follow details the results of 15 focus groups with 21 participants.

“We have a great diversity in our restaurants, but we don’t have as good of a diversity in our retail.”

- MEMBER, WHEATON URBAN DISTRICT ADVISORY COMMITTEE

GENERAL FINDINGS

While the majority of focus groups centered on specific neighborhoods, the following insights were evident throughout most conversations. These findings are relevant to all three study areas, and may also apply throughout the County more broadly.

Big Business Preference: The civic and business associations that act on behalf of neighborhoods do not consistently focus on the needs of small, independent businesses. For example, some larger businesses that joined the focus group for Silver Spring suggested that small restaurants need better marketing in order to attract new lunch patrons. When interviewed, however, these smaller businesses communicated their primary need as direct financial assistance to weather COVID-19. Similar divisions are evident with representation by race as well. As one member of the Silver Spring focus group put it, “The Ethio-American business community is pretty insular.” Additionally, 75% of businesses in Greater Silver Spring have ten or fewer employees. [This has led to challenges competing with larger, better-resourced businesses for financial support.]

SS

TL

W

Competing Visions: This dynamic also exists within civic and community associations. Therefore, there are competing visions for what neighborhoods need or should be like. One participant representing Wheaton, for example, wished the community would do more to highlight which businesses are Black-owned. On the other hand, few Black- or minority-owned businesses surveyed affirmed that marketing is indeed a concern of theirs.

SS

TL

W

Ensuring Business Owner Diversity: Chambers of Commerce do not necessarily track businesses by minority status, meaning that some supports or organizing may be siloed through different affinity groups. The Greater Silver Spring Chamber of Commerce, for example, states that “businesses have similar challenges regardless of ethnicity.” Given the specific challenges of diverse retail clusters in the study areas, however, this may mean that minority-owned and/or -serving retailers are underserved by their local business organizations.

SS

TL

W

Limited Business Diversity: Some retail clusters are perceived to have “duplicative” retail options, particularly in the Personal Services and Full-Service Restaurant categories. Although these categories also have a higher proportion of minority-owned and/or -serving businesses, this limited business diversity is perceived by civic groups as a barrier to neighborhood desirability and revitalization.

SS

TL

W

Uncoordinated Public Initiatives: County investments and initiatives occasionally compete with businesses and are not well communicated, contributing to perceptions that the County does not have the best interest of businesses at heart, or the knowledge to effectively support them. Focus groups generally believe that the County’s licensing and permitting processes—among others—are unfriendly to small businesses.

SS

TL

W

Speculative Property Ownership: Landlords that take advantage of their tenants and speculative property ownership are an urgent concern. In Wheaton and Takoma-Langley Crossroads in particular, focus groups felt that landlords and property owners operate without concern for local business or neighborhood stability.

TL

W

STUDY AREA SPECIFIC FINDINGS

SILVER SPRING

Study/Support Fatigue: Businesses on Bonifant Street, in particular, are fatigued from being studied by the County and by partners but experiencing comparatively few improvements. Wheaton business owners and focus group participants expressed similar fatigue.

SS

W

High Cost of Entry: Montgomery County is becoming less and less business-friendly; Silver Spring is an especially expensive place to start or sustain a business. One focus group participant claims that the City of Rockville is a much easier place to do business. Another focus group member highlighted County Council initiatives — such as the plastics ban, even during the pandemic — that have been burdensome for small business to implement.

SS

TAKOMA-LANGLEY CROSSROADS

Misguided Technical Assistance: Focus group members mentioned that the technical assistance provided by the County and nonprofits is too focused on digital marketing. Digital marketing initiatives do not serve the target market for the businesses in Takoma-Langley, who are largely older, less likely to engage online, and more likely to use handheld devices. The focus group cites radio as a more important channel for the Takoma-Langley community.

TL

Predatory Lease Agreements: Rental rates are unsustainable for current commercial tenants. Plazas in Takoma-Langley average \$33 per square foot, with some properties reaching \$50 per square foot. Converted residential properties—unique to Takoma-Langley—have especially concerning lease and sublease arrangements with few protections against eviction.

TL

Healthy Food Access: Healthy food access is a particular concern for focus group participants in the Takoma-Langley community. Yet, the area also has a higher proportion of mom-and-pop grocery and food markets, which could be part of a solution for expanding healthy food options.

TL

WHEATON

Neglected Facades and Interiors: Physical condition of commercial properties is a major concern and contributes to a “less inviting retail environment” in Wheaton. The focus group cites consolidated property ownership, poor property owner accountability, and real estate speculation as reasons for commercial “blight.” This sentiment was also echoed by participants of the Takoma-Langley Crossroads focus group.

W

TL

Business District-like Activation: While the community now welcomes the investment made by the County in the M-NCPPC building, business owners and residents were and remain skeptical of the project’s long-term benefits. Community members are now concerned that Wheaton’s daytime population will swell with the municipal workforce, then empty out at night, leaving a “ghost town” behind.

W

Safe, Accessible Mobility: Mobility is another concern. Several participants cite trouble driving, parking, and/or walking safely in Wheaton. One participant who is also a resident of Wheaton, says that she does her shopping in Rockville due to the challenge of getting around downtown Wheaton. This sentiment was also echoed by participants of the Takoma-Langley Crossroads focus group.

W

TL

CULTURAL/GENDER AFFINITY GROUP FINDINGS

ASIAN-AMERICAN

Access to Capital: Access to capital is the biggest challenge for businesses getting started. Traditional banking and loan options are inaccessible to some new Asian American business owners. Additionally, when it comes to sustaining established businesses, the Asian American Chamber of Commerce has found that businesses with the most resources are the ones with most capacity to pursue, obtain, and deploy assistance.

SS

TL

W

Restaurants Equipped to Adapt: When it comes to Covid-19, businesses that already have carry-out built into their business model are doing well. The Chamber cites Chinese restaurants, for example, as one business type that has been able to persist through the crisis.

SS

TL

W

ETHIO-AMERICAN

Self-Reliance + Challenges with COVID-19: Ethiopian restaurants have been especially hit hard by the Covid-19 pandemic. Members of the Ethio-American restaurant community have taught each other how to adapt to deal with changing health and safety standards, but there are still significant challenges to sustaining Ethiopian-American-owned businesses.

SS

TL

W

Lack of Time + Trust: This focus group believes that there are no protections for small business owners, especially when it comes to needlessly long and complex lease agreements. Business owners, and in particular restaurant owners, do not have time to fight problems with leases, so they turn to the Ethio-American Chamber for assistance as opposed to County officials. This is potentially a condition of quicker response times, increased accessibility, and instilled community trust of Ethiopian community members.

SS

TL

W

WOMEN

Access to Capital + Time: Access to capital and support for childcare are big barriers for women seeking to start their own retail businesses in Montgomery County. Another major issue is time. The focus group agrees that accessing desirable commercial space in walkable downtown areas can take years—their clients with small businesses do not have time and resources to wait, so many end up operating solely online.

SS

TL

W

Need for Smaller Retail Spaces: Women entrepreneurs—and potentially all entrepreneurs—want access to smaller spaces. Especially as land values and commercial property tax rates have increased, smaller, more affordable commercial spaces are critical for businesses that are just starting out.

SS

TL

W

“SMALL ENTERPRISES THAT RELY ON FOOT TRAFFIC AND WITH TIGHT LIQUIDITY APPEAR TO BE MOST AT RISK. RECOVERY IS LIKELY TO BE MADE MORE DAUNTING BY THE WELL-DOCUMENTED DIFFICULTIES LATINO BUSINESSES HAVE HAD IN SECURING BUSINESS LOANS.”

- ASSESSING IMPACTS OF THE COVID-19 PANDEMIC ON LATINO-OWNED BUSINESSES IN THE DC-METRO REGION, ROBERT ALBRO + ERIC HERSHBERG (JUNE 2020)

“[ONE PROPERTY OWNER IS] HOLDING A LOT OF PROPERTIES AND EXPECTING TO SELL THEM AND PROFIT, BENEFITING FROM WHEATON’S REDEVELOPMENT. THAT’S SPECULATION.”

- WHEATON FOCUS GROUP ATTENDEE

DIVERSE RETAIL STUDY | FINDINGS MEMORANDUM

LANDLORD INTERVIEWS

Despite outreach to dozens of property owners, only two agreed to interviews. The lack of property owner engagement paired with the large percentage of renters is of concern. However, the findings from the property owners interviewed (below) provide a peek into owners' motivations and interest in sustaining the diverse, local businesses long-term.

FINDINGS

Community Involvement: The two property owners interviewed were active in their communities, serving on boards. As long-term owners, the interest in preserving the community fabric is top of mind. Community minded landlords were also mentioned as key driver of business success by owners located in Silver Spring.

SS

TL

W

Delayed Payments: The property owner interviewed in Wheaton mentioned the disinterest in applying for additional reimbursement-based assistance programs administered by the County or other quasi-governmental entities due to delayed payments for a previous facade grant.

W

Parking Concerns: Increased development has resulted in a decrease in the number of surface parking lots. Although many of the development projects include garage options, customers are slow to adapt and cite feeling unsafe. Security is recommended in the garages, especially after dark. Also, the inability to park at the Mall, even though the lot is often empty, shows how the mall is not a part of the community of property owners seeking to make Wheaton function. The County also changed the time for the meters from 3-hour to 1-hour max, a concern for salons and other service-based tenants in the owner's properties.

W

Language Barriers: The majority of the tenants at both owner's properties are Hispanic. The owner's ability to communicate with the tenants effectively and the tenant's ability to navigate legal paperwork suffer due to this challenge. The landlords also noted the impact the language barrier has on successful grant and loan applications through COVID-19 and before.

TL

W

Alcohol Sales Curfew: The Wheaton property owner reviewed how the curfew impacts his ability to collect rent from tenants he hopes will survive the pandemic.

W

Limited Opportunity or Interest in Redevelopment: Both owners interviewed expressed little interest in redeveloping their properties, citing the hope to preserve the businesses and culture of the neighborhood. In fact, one owner was appalled at the term "developer" and would prefer to renovate properties before redevelopment.

TL

W

Threat of Displacement: An owner in the Takoma-Langley Crossroads foresees the opportunities to redevelop the JBG and Saul Centers due to the low density and the amount of prime real estate at the intersection of University Boulevard and New Hampshire Avenue. He shared how the tenants and neighborhood character is at risk if that does occur.

TL

DIVERSE RETAIL STUDY | FINDINGS MEMORANDUM

ADDITIONAL RESEARCH

Several recent or concurrent studies fill in additional details about the landscape for diverse retail clusters throughout the region. A focused look at Fenton Village reveals additional insights about local job creation and building conditions. And a broad examination of the impact of Covid-19 on Latinx-owned businesses in the metro region echoes the challenges identified earlier in this report. While these studies support the consultant team's Key Findings, they also point to special public interest in the sustainability of and opportunities for minority-owned and/or -serving businesses across the region.

FENTON VILLAGE PROPERTY OWNERSHIP SURVEY (2019)

Fenton Village, a small neighborhood enclosed to the east of Georgia Avenue, adjacent to downtown Silver Spring. In just about four blocks of space, 700 people are employed in 200 local businesses. The area houses a variety of business types. Several automotive-related shops, multiple hair and nail salons and spas, and a diverse collection of restaurants with a wide range of cuisines combine to create a healthy retail mix.

A 2016 study that involves a sample of about 83 businesses along the corridor substantiates that about 11% of the businesses are owned by the same individual or entity that owns the businesses real estate. Additionally, there are several owners who maintain multiple properties in the area. Wolpoff Industries/Wolpoff Properties owns commercially operating properties at nine unique addresses in Fenton Village. T & K Management owns four properties and Nancy (Mother) and Steve (Son) Anastasi combine to own three properties here.

ASSESSING IMPACTS OF THE COVID-19 PANDEMIC ON LATINO-OWNED BUSINESSES IN THE DC-METRO REGION, ROBERT ALBRO + ERIC HERSHBERG (JUNE 2020)

About 66 thousand Latino-owned enterprises comprise 12% of the firms in the National Capital Region. However, these businesses saw a decline where 32% of those operating in March 2020 had ceased operation by June. According to the study's results, the Latino community has been negatively affected by the pandemic at a greater rate than any other group. Lacking access to capital via loans and grants or, just as commonly, being hindered by opaque and confusing processes to obtain financial often affect this community's ability to adapt to the rapidly changing conditions of the 2020 marketplace. Almost all participants in AU's 2020 study express concerns about access and availability of financial assistance and a desire for a much smoother pathway to these programs. Most participants responded with a request for government and non-profit organizations to offer loan and grant applications and information in Spanish.

Among enterprises, those that rely heavily on in-person interfacing and foot traffic are generally more vulnerable than others. This relates directly to the food and restaurant industry and brick and mortar retail businesses that make up a combined 19% of Latino-owned businesses. Respondents to the study cite loss of customers (24.38% of respondents) and disruption of the supply chain (7.85% of respondents) as major contributors to the disadvantageous position that many of their businesses face.

These factors often affect retail and restaurant business more than some other enterprises such as professional services and technology-based businesses. Overall, 86% of respondents claim that they will need to make significant changes to their business outlook. For many of the business-owning participants of the study, they note that these changes will likely include the addition or expansion of online presence. This shift could indicate that some businesses move to a fully-online model, while others may adopt an omnichannel approach.

COVID-19 RECOVERY

MONTGOMERY COUNTY ECONOMIC DEVELOPMENT CORPORATION 3R INITIATIVE - REOPEN, RELAUNCH, RE-IMAGINE - SURVEY

In Montgomery County, participants in the survey represented a relatively similar group in their willingness to patronize local businesses, how they would like to interact with local businesses, and which business sectors they are most likely to interact with in-person during the on-going pandemic. The group is also homogenous in their socioeconomic makeup. 99% of respondents are English-speaking, and over 80% are white and earn more than \$60,000 annually per household.

Many respondents have been utilizing online ordering tools to shop for food and other items during the spring and summer. 83% of respondents have ordered non-food items from online sources for home delivery (e.g., Amazon). Additionally, many respondents utilize online systems for ordering prepared food for both pickup (75%) and home delivery (57%). Most survey participants say that they will continue these habits with non-food items and prepared food even after the distribution of a widely available vaccine for COVID19.

The participants in Montgomery County are choosing to interact with groceries and grocers in a very different way. While almost half of the respondents currently utilize online ordering for grocery delivery, participants also say that they are much more comfortable with entering a grocery store than they are with dining inside of a restaurant before a reasonable return to “safety” from the COVID19 virus. In fact, 56% of residents in the survey said that no safety measures (e.g., socially-distanced tables, face shields on kitchen staff) would make them comfortable dining inside a restaurant. Further, over half of these residents have not chosen to utilize outdoor dining options during the recent months of warm weather. Converse to their willingness to continue using online ordering for prepared food, less than one-third of participants says they will continue to use similar grocery home delivery services. Only 19% will continue ordering groceries for pickup. Respondents specifically referenced that a lack of enforcement of safety guidelines – specifically as it pertains to staff and other patrons wearing appropriate face coverings – is a primary reason they do not want to return to businesses’ brick and mortar locations.

Many respondents seem to realize the impact that the pandemic and their patronage have on local small businesses. Over 75% of these respondents are willing to use online ordering to retrieve prepared-food and other items from curbside pickup sites operated by small businesses. When asked to outline ideas to help support local businesses individually, many respondents noted that it is difficult to find out which businesses are offering online services at any given time. They pointed towards a need for more robust tools to aggregate this information. Additionally, respondents seem to believe that a “Buy Local” campaign could effectively elicit more support for local businesses. In an individual response, one participant stated that the County or the local government bodies could choose to aid businesses by publicly highlighting specific businesses in newsletters and other materials to garner patronage without causing an increased financial stress to those businesses.

**“PEOPLE COME AND OPEN THEIR HEART,
LOOKING FOR PRAYERS AND SOME KIND OF
COUNSELING, EVEN THOUGH WE ARE NOT
COUNSELORS. THIS IS HAPPENING MORE SINCE
COVID!”**

- GAFO RETAILER, TAKOMA-LANGLEY CROSSROADS



DIVERSE RETAIL STUDY | FINDINGS MEMORANDUM

CONCLUSION

Alongside an increasingly diverse residential population, Montgomery County grew clusters of retail that support diverse communities by providing goods and services catering to minority and ethnic sub-groups. The following insight complements this growth and begins to highlight the challenges to address when ensuring the study's goals.

The following challenge statements adapt *Long Life for Long Branch: Tools to Preserve Independent Retailers'* findings into insights specific to Silver Spring, Takoma-Langley Crossroads, and Wheaton. They are organized from most to least common themes mentioned across stakeholder groups (retailers, landlords, community organizations, and others). Since businesses were engaged during COVID-19 recovery, more immediate term challenges (impacts to revenue) rose to the top in comparison to the threat of redevelopment.

- **Lack of County Support.** Although many studies and programs were launched to support small businesses, they feel continually undersupported. The support offered seems to be reactive, often offered with cumbersome grant/loan applications, and without true protections or local, diverse retailers' voice integrated. In regards to COVID-19 recovery, many business owners and community members feel that better solutions exist to promote revenue generation, especially considering the alcohol sales curfew.
- **Government Spurred Costs.** Retailers experience consistent increases in overhead costs, including rent, employees, equipment, and other business costs due to changes in policies and increased costs due to investments.
- **Exacerbated business conditions.** Through transportation, real estate, and infrastructure investments, businesses struggle to maintain sales due to access, parking, visibility, and perceived safety concerns.
- **Limited Business Owner Time, Financial Resources, and English Fluency.** Lack of time, lack of resources, language barriers, and lack of County outreach effort often preclude business owners from accessing the political and advocacy processes. This contributes to business owners' condition, relying on their communities or potential predatory organizations for limited or sometimes misinformed support and information. Note, all Ethiopian-American business owners interviewed spoke fluent English. Many Spanish-speaking business owners required translation services.
- **Change of Physical Character.** Redevelopment may undermine the neighborhood's character, business mix, sense of place, and existing placemaking efforts. Some perspectives highlight the positive impacts of redevelopment on the business mix and growing a new potential customer base.
- **Exclusive County Funding Eligibility Requirements.** The County's parameters to determine eligibility for Small Business Assistance funding are narrow or cumbersome.
- **Limited Commercial Affordability Support.** There are limited policies, programs, or incentives that maintain and prioritize affordable commercial space where small, independent businesses can thrive and enrich their communities.
- **Increased Costs of Real Estate.** In anticipation of the Purple Line and continued redevelopment, speculation, real estate prices, and retailers' rental costs are increasing. Although most business owners do not own and are not interested in owning their properties, costs are passed on through rent increases.
- **Redevelopment Pressures.** Aging housing and commercial building stock, alongside increased real estate and transportation investments, place the study areas at greater risk of redevelopment.

- **Finite Funding and Technical Assistance Opportunities.** Retailer capacity to renovate, evolve with changing clientele, manage increased rents, or stay afloat during construction disruption is limited by a lack of access to funding and technical assistance.
- **Lack of Cultural Diversity Protection.** The cultural diversity of small businesses and the clientele they serve is captured in planning document language or in specific County strategies, but not protected with metrics or policies.
- **Systemic Tenanting and Financing Barriers.** Small businesses are seldom eligible for private loans and lines of credit to relocate, improve, or expand their businesses due to a perceived lack of business stability and credit-worthiness.
- **Disadvantageous Independent Business Lease Terms.** Lack of knowledge and non-standardized lease structures lead to instability and uncertainty, preventing small businesses from deepening their investments in the community or their businesses.
- **Displacement by Redevelopment.** Regional development pressures mean minority-owned and/or minority-serving retailers are at risk of direct commercial displacement through redevelopment.
- **Limited Organizing and Consensus Building.** The diverse socioeconomic and demographic mix in all study areas makes organizing and consensus-building a significant challenge within the communities. Opportunities to incorporate business owners in decisions exist.

DIVERSE RETAIL STUDY | FINDINGS MEMORANDUM

APPENDIX

KEY TERMS

The Washington metropolitan region’s suburban communities are increasingly home to a majority of the region’s immigrants and Black and Brown Americans. In fact, since 2008, the majority of all African Americans, Latinx, Asian Americans, and immigrants have lived in suburbs, including the suburbs that surround Washington, DC. In some cases, these communities are considered “edge gateways,” or those areas that have attracted and retained stronger concentrations of new immigrants. “Ethnoburbs” is another term that scholars and policymakers sometimes use when referring to suburban communities with greater numbers of Black and Brown residents. The term may be helpful for reminding us that suburbs are racially diverse, while underscoring how white suburbs are still often segregated from nonwhite “ethnoburbs.”

It is in the context of Montgomery County’s racially and economically diverse suburban communities that this study considers three small business ecosystems. To describe these businesses, Montgomery County uses the phrases “international retail,” “ethnically diverse retail,” and “retail that serves international and/or ethnic minority communities.” Building upon the County’s orientation to the conversation, the following discussion establishes the terminology and definitions that frame this study.

MINORITY-OWNED AND/OR -SERVING

National and local businesses that are owned by or targeted toward residents who identify as only or as some combination of immigrant, Black American, Black African, Latinx, Asian, and/or some other race. Montgomery County primarily uses the term “people of color” when referring to a group to nonwhite residents. Yet, for the purposes of this report, “people of color” excludes white Hispanic business owners and does not capture all immigrant populations. The phrase has also recently been critiqued for turning plural identities into singular identities and for its erasure of Black American identity.

There is plurality among all racial and ethnic groups in Montgomery County today, meaning that no single group on its own is a majority—what is sometimes referred to as “majority-minority.” However, to underscore the power differential that benefits white over nonwhite business owners, and in part to reflect the County’s own equity-focused policy goals and laws, this toolkit primarily uses the phrase “minority-owned and/or -serving” when referring to the retail clusters studied in this report.

To denote whether a business is minority-serving in the inventory, the consultant team conducted a survey of the business’s signage, website, and customer-base. There are limits in this approach, as some businesses are minority-owned but do not have messaging targeting a specific race or ethnicity (e.g., The Fire Station 1 in Fenton Village, Silver Spring).

LOCAL AND NATIONAL RETAILERS

A designation of “local” refers to independent businesses that are privately owned and non-franchised. An independent business owner will have autonomy over product or services choices due to changing markets, whereas a franchise owner would not. Local businesses are increasingly being forced out of metropolitan areas around the country where commercial rents are increasing, and where property owners or economic development offices favor national chains that have higher financial capabilities. Local retail accounts for a significant proportion of minority-serving business in all three areas studied for this report.

DIVERSE RETAILER

For the purpose of this study, this term refers to 1) business owners who identify as immigrant, Black American, Black African, Asian, Latinx, “some other race,” or a combination thereof; and/or 2) retail establishments that serve different racial/ethnic groups’ consumer needs. A neighborhood with “diverse retailers,” for example, may have many businesses that are minority-owned and/or -serving. Importantly, this study aims to specify race, culture, business ownership, and business type when known.

DIVERSE RETAIL CLUSTERS

This term refers to the grouping together of minority-owned and/or -serving businesses. These clusters always include multiple retail subtypes. This study specifically crafts strategies to sustain the three diverse retail clusters identified by Montgomery County as culturally and communally significant.



The *Montgomery County Retail Trends Study* (2017) included an inventory of the County's retail properties. To maintain consistent terminology through the inventory update, this report utilizes the Trends Study definitions (below).

RETAIL CATEGORIES

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

NEIGHBORHOOD GOODS & SERVICES (NG&S)

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

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

FOOD & BEVERAGE (F&B)

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

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

GENERAL MERCHANDISE, APPAREL, FURNISHINGS & OTHER (GAFO)

This category includes establishments such as clothing stores, furniture stores, bookstores, jewelry stores, gift boutiques, pet stores, sporting goods stores, home goods

stores, craft stores, antique shops, electronics stores, auto parts stores and similar uses.

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

NON-RETAIL SERVICES (NRS)

Non-retail users often found in ground-level sites with street frontage include professional offices (attorneys, accountants, architects, engineers and similar), daycare/educational facilities, religious facilities, government offices, and residences.

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

SPACE TYPOLOGY

RETAIL-APPROPRIATE SPACE

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

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

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

TABLES

TABLE A-1: FOCUS GROUP ETHNICITY BY SUBAREA

Ethnicity	Silver Spring	Takoma/ Langley	Wheaton	Grand Total
African American	1	2		3
Black African	7		2	9
Caribbean	2	2		4
Dominican	1			1
East Asian	3	2	4	9
Latinx	1	3	8	12
Middle Eastern		1		1
South Asian		1		1
White	1	1	2	4
Grand Total	16	12	16	44

TABLE A-2: FOCUS GROUP PARTICIPANTS

Organization	Representatives
Asian American Chamber of Commerce	Cindy Shao, President
Crossroads Community Food Network	Lauren Goldberg, Executive Director
Empowered Women InterNational	Alexandra Boycheck, Regional Program Manager Nicole Andonie, Regional Program Coordinator
Ethio-American Chamber of Commerce	Selamawit Tefera, Board Member
Greater Silver Spring Chamber of Commerce	Jane Redicker, President and CEO
Latino Economic Development Association	Javier Rivas, Program Manager Alexandra Samaniego, Small Business Coach & Liaison Melissa Romero, Small Business Coach & Liaison
Maryland Women's Business Center	Morgan Wortham, Executive Director Martha Jimenez, Montgomery County Business Counselor
Mid-County Citizens Advisory Board	Luisa Montero, Director
Montgomery County Housing Partnership	Amee Bearne, Neighborhood and Policy Coordinator Paul Grenier, Economic and Cultural Development Specialist
Takoma Park-Silver Spring Food Cooperative	Mike Houston, General Manager
Takoma/Langley Crossroads Development Authority	Kayleigh Gunnold, Executive Director
Silver Spring Regional Center	Reemberto Rodriguez, Executive Director
Wheaton Hills Civic Association	Sarah Jackson, Board Member
Wheaton Urban District Advisory Committee	Leah Haygood, Board Member Stuart Amos, Board Member
Wheaton-Kensington Chamber of Commerce	William Moore, President

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Arif Hair	The Galaxy	8025 13th St	NG&S - personal services	Local	Black American	West of Railroad
Subway in Days Inn	Days Inn	8040 13th St	F&B - fast food	National	Undefined	West of Railroad
Mella Beer & Wine	The Point at Silver Spring	8711 1st Ave	NG&S - liquor store	Local	Undefined	North Silver Spring
First Avenue Hair Design	The Point at Silver Spring	8713 1st Ave	NG&S - personal services	Local	Black American	North Silver Spring
Silver Spring Custom Tailors	The Point at Silver Spring	8725 1st Ave	NG&S - dry cleaner	Local	East Asian	North Silver Spring
Vacant	The Point at Silver Spring	8735 1st Ave	Vacant			North Silver Spring
VACANT	The Point at Silver Spring	8735 1st Ave	Vacant			North Silver Spring
Montgomery Community Media		8560 2nd Ave	NRS - TV station	Local	Undefined	Metro Center
Goren & Baretto		8600 2nd Ave	NRS - office	Local	Undefined	North Silver Spring
Internal Medicine		8604 2nd Ave	NRS - medical	Local	Undefined	North Silver Spring
Veridian Market	The Veridian	8010 Blair Mill Way	NG&S - grocery/dry cleaner	Local	Undefined	West of Railroad
Vacant		904 Bonifant St	Vacant			Georgia Ave-Fenton Village
Lewi Café	The Bonifant at Silver Spring	911 Bonifant St	F&B - fast food	Local	Undefined	Georgia Ave-Fenton Village
Edible Arrangements	The Bonifant at Silver Spring	915 Bonifant St	NG&S - Music & other	National	Undefined	Georgia Ave-Fenton Village
Salon Zoma	The Bonifant at Silver Spring	919 Bonifant St	NG&S - personal services	Local	Undefined	Georgia Ave-Fenton Village
Sunshine Smiles Dental Care	The Bonifant at Silver Spring	923 Bonifant St	NRS - dental	Local	Undefined	Georgia Ave-Fenton Village

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Mandalay Restaurant & Café		930 Bonifant St	F&B - full-service restaurant	Local	South Asian	Georgia Ave-Fenton Village
Rita's Hair Salon	934 BONIFANT LLC	934 Bonifant St	NG&S - personal services	Local	Latinx	Georgia Ave-Fenton Village
Ebony Barbers	EJR LLC	936 Bonifant St	NG&S - personal services	Local	Black American	Georgia Ave-Fenton Village
Urban Natural Hair	CASCIOLI MARIA R TR	937 Bonifant St	NG&S - personal services	Local	Black American	Georgia Ave-Fenton Village
Silver Spring Beauty Supply	GHIM KENNETH D & J L	938 Bonifant St	NG&S - drugstore/ household + personal goods	Local	Undefined	Georgia Ave-Fenton Village
Ruang Thai	BUONASSISI UMBERTO & J	939 Bonifant St	F&B - full-service restaurant	Local	South Asian	Georgia Ave-Fenton Village
Vacant	WOLPOFF CHARLOTTE R TRUSTEE ET AL	940 Bonifant St	Vacant			Georgia Ave-Fenton Village
Roger Miller Restaurant	CASCIOLI ANTHONY TR	941 Bonifant St	F&B - full-service restaurant	Local	Black African	Georgia Ave-Fenton Village
Jaha Hair	CASCIOLI ANTHONY TR	941 Bonifant St	NG&S - personal services	Local	Black American	Georgia Ave-Fenton Village
Atlantic Guns	WOLPOFF CHARLOTTE R TRUSTEE ET AL	944 Bonifant St	GAFO - music & other	Local	Undefined	Georgia Ave-Fenton Village
Hug Lounge - coming	949-961 LLC	949 Bonifant St	F&B - full-service restaurant	Local	Undefined	Georgia Ave-Fenton Village
Urban Winery	949-961 LLC	949 Bonifant St	F&B - fast food	Local	Undefined	Georgia Ave-Fenton Village
Nancy Nails	949-961 LLC	951 Bonifant St	NG&S - personal services	Local	Undefined	Georgia Ave-Fenton Village
Vacant	949-961 LLC	953 Bonifant St	Vacant			Georgia Ave-Fenton Village
Merkato Market & Carryout	949-961 LLC	955 Bonifant St	NG&S - grocery	Local	Black African	Georgia Ave-Fenton Village

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Danny Hair Studio	949-961 LLC	957 Bonifant St	NG&S - personal services	Local	Black American	Georgia Ave-Fenton Village
Rose's Convenience Store	949-961 LLC	961 Bonifant St	NG&S - grocery	Local	Undefined	Georgia Ave-Fenton Village
Kefa Café	LEVIN ABBE M	963 Bonifant St	F&B - fast food	Local	Undefined	Georgia Ave-Fenton Village
Vacant	KHOSHNOUD LLC	808 Burlington Ave	Vacant			Georgia Ave-Fenton Village
Pan American Motors	BERISSO LLC	811 Burlington Ave	NRS - auto dealer	Local	Undefined	Georgia Ave-Fenton Village
Town Cars	KHOSHNOUD LLC	812 Burlington Ave	NRS - auto dealer	Local	Undefined	Georgia Ave-Fenton Village
Vacant		8605 Cameron St	Vacant			North Silver Spring
LA Fitness		8616 Cameron St	NRS - gym	National	Undefined	North Silver Spring
Vacant		8710 Cameron St	Vacant			North Silver Spring
SurgCenter of Silver Spring	The Cameron	8710 Cameron St	NRS - medical	Local	Undefined	North Silver Spring
Exxon	Blair Park Shopping Center	8384 Colesville Rd	NRS - automotive	National	Undefined	West of Railroad
Vacant	Lenox Park Apartments	8395 Colesville Rd	Vacant			West of Railroad
Lenox Beer & Wine	Lenox Park Apartments	8395 Colesville Rd	NG&S - liquor store	Local	Undefined	West of Railroad
Tenley Nails	Lenox Park Apartments	8395-A Colesville Rd	NG&S - personal services	Local	Black American	West of Railroad
Avatar Salon & Wellness Spa, Inc.	Lenox Park Apartments	8395-C Colesville Rd	NG&S - personal services	Local	Black American	West of Railroad
Lenox Cleaners	Lenox Park Apartments	8395-E Colesville Rd	NG&S - dry cleaner	Local	Undefined	West of Railroad

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Einstein Bagels		8397 Colesville Rd	F&B - fast food	National	Undefined	Metro Center
Starbucks		8397 Colesville Rd	F&B - fast food	National	Undefined	Metro Center
H&R Block	Metro Plaza	8401 Colesville Rd	NRS - tax	National	Undefined	Metro Center
Vacant	Metro Plaza	8401 Colesville Rd	Vacant			Metro Center
Vacant	Metro Plaza	8401 Colesville Rd	Vacant			Metro Center
Dunkin Donuts	Metro Plaza	8401 Colesville Rd	F&B - fast food	National	Undefined	Metro Center
Silver Branch Brewing Co.	Metro Plaza	8401 Colesville Rd	F&B - brewpub	Local	Undefined	Metro Center
Admas Travel Agency	Metro Plaza	8401 Colesville Rd	NRS - office	Local	Undefined	Metro Center
Sandy Spring Bank	Metro Plaza	8401 Colesville Rd	NRS - bank	Local	Undefined	Metro Center
Philips & Green	Metro Plaza	8403 Colesville Rd	NRS - medical	Local	Undefined	Metro Center
9Round Silver Spring	Metro Plaza	8403 Colesville Rd	NRS - gym	National	Undefined	Metro Center
Little Home Deli	Metro Plaza	8403 Colesville Rd	F&B - bakery	Local	East Asian	Metro Center
Vacant	Metro Plaza	8403 Colesville Rd	Vacant			Metro Center
McDonald's	detached building	8407 Colesville Rd	F&B - fast food	National	Undefined	Metro Center
Vacant		8455 Colesville Rd	Vacant			Metro Center
Vacant		8455 Colesville Rd	Vacant			Metro Center
National Spine & Pain Center		8455 Colesville Rd	NRS - medical	National	Undefined	Metro Center
Choice Dental Care		8501 Colesville Rd	NRS - dental	Local	Undefined	Metro Center
Vacant		8507 Colesville Rd	Vacant			Metro Center
VACANT		8515 Colesville Rd	Vacant			Metro Center

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Jerry's		8517 Colesville Rd	F&B - fast food	National	Undefined	Metro Center
VACANT		8519 Colesville Rd	Vacant			Metro Center
VACANT		8521 Colesville Rd	Vacant			Metro Center
VACANT		8523 Colesville Rd	Vacant			Metro Center
Revere Bank		8602 Colesville Rd	NRS - bank	Local	Undefined	Ellsworth District
VACANT		8606 Colesville Rd	Vacant			Ellsworth District
La Malinche Spanish and Mexican Tapas		8622 Colesville Rd	F&B - full-service restaurant	Local	Latinx	Ellsworth District
Amina Thai Halal Restaurant		8624 Colesville Rd	F&B - full-service restaurant	Local	East Asian, Middle Eastern	Ellsworth District
Vacant		8626 Colesville Rd	Vacant			Ellsworth District
Silver Strings Restaurant		8630 Colesville Rd	F&B - full-service restaurant	Local	Undefined	Ellsworth District
AFI Silver Theatre and Cultural Center		8633 Colesville Rd	NRS - arts venue	Local	Undefined	Ellsworth District
Ward 9		8634 Colesville Rd	GAFO - Accessories & footwear	Local	Undefined	Ellsworth District
School of Rock		8634 Colesville Rd	NRS - music school	National	Undefined	Ellsworth District
Fatty's Tattoos and Piercings		8638 Colesville Rd	NG&S - personal services	Local	Undefined	Ellsworth District
Black Box Theatre		8641 Colesville Rd	NRS - arts venue	Local	Undefined	Ellsworth District
Record Exchange		8642 Colesville Rd	GAFO - music & other	Local	Undefined	Ellsworth District
Downtown Vapor (2nd Floor)		8644 Colesville Rd	GAFO - home goods	Local	Undefined	Ellsworth District
Vacant		8646 Colesville Rd	Vacant			Ellsworth District

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Kao Thai		8650 Colesville Rd	F&B - full-service restaurant	Local	East Asian	Ellsworth District
The Fillmore		8656 Colesville Rd	NRS - arts venue	Local	Undefined	Ellsworth District
Auntie Anne's	Ellsworth Place	8661 Colesville Rd	F&B - fast food	National	Undefined	Ellsworth District
Kung Fu Tea	Ellsworth Place	8661 Colesville Rd	F&B - fast food	National	Undefined	Ellsworth District
vacant		8661 Colesville Rd	Vacant			Ellsworth District
Beauty Pro	Ellsworth Place	8661 Colesville Rd	GAFO - drugstore/ household + personal goods	Local	Undefined	Ellsworth District
Burlington Coat Factory	Ellsworth Place	8661 Colesville Rd	GAFO - apparel	National	Undefined	Ellsworth District
Cobblers Bench	Ellsworth Place	8661 Colesville Rd	NG&S - personal services	Local	Undefined	Ellsworth District
Dave & Buster's		8661 Colesville Rd	F&B - full-service restaurant	National	Undefined	Ellsworth District
D Smith Jewelers	Ellsworth Place	8661 Colesville Rd	GAFO - footwear & accessories	Local	Undefined	Ellsworth District
Five Below	Ellsworth Place	8661 Colesville Rd	GAFO - apparel	National	Undefined	Ellsworth District
Foot Locker	Ellsworth Place	8661 Colesville Rd	GAFO - footwear & accessories	National	Undefined	Ellsworth District
GNC	Ellsworth Place	8661 Colesville Rd	NG&S - home goods	National	Undefined	Ellsworth District
Guitar Center	Ellsworth Place	8661 Colesville Rd	GAFO - music & other	National	Undefined	Ellsworth District
Holy Personalized Gifts	Ellsworth Place	8661 Colesville Rd	GAFO - music & other	Local	Undefined	Ellsworth District
J&J Nails	Ellsworth Place	8661 Colesville Rd	NG&S - personal services	Local	Undefined	Ellsworth District
Kids for Less	Ellsworth Place	8661 Colesville Rd	GAFO - apparel	National	Undefined	Ellsworth District
Lela Mobile	Ellsworth Place	8661 Colesville Rd	NG&S - personal services	Local	Undefined	Ellsworth District
Luggage Center	Ellsworth Place	8661 Colesville Rd	GAFO - home goods	National	Undefined	Ellsworth District

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Marshalls	Ellsworth Place	8661 Colesville Rd	GAFO - apparel	National	Undefined	Ellsworth District
Metro by T Mobile	Ellsworth Place	8661 Colesville Rd	NG&S - electronics	National	Undefined	Ellsworth District
Michaels	Ellsworth Place	8661 Colesville Rd	GAFO - Music & other	National	Undefined	Ellsworth District
Mojey Jewelers	Ellsworth Place	8661 Colesville Rd	GAFO - footwear & accessories	Local	Undefined	Ellsworth District
Om Eyebrows	Ellsworth Place	8661 Colesville Rd	NG&S - personal services	Local	Undefined	Ellsworth District
Oxford Jewelers	Ellsworth Place	8661 Colesville Rd	GAFO - footwear & accessories	Local	Undefined	Ellsworth District
Pandian Health Massage	Ellsworth Place	8661 Colesville Rd	NG&S - personal services	Local	Undefined	Ellsworth District
Perfumes & More	Ellsworth Place	8661 Colesville Rd	GAFO - drugstore/ household + personal goods	Local	Undefined	Ellsworth District
Phenix Salon Suites	Ellsworth Place	8661 Colesville Rd	NG&S - personal services	National	Undefined	Ellsworth District
Photo Palace Studio	Ellsworth Place	8661 Colesville Rd	NRS - photography studio	Local	Undefined	Ellsworth District
PNC	Ellsworth Place	8661 Colesville Rd	NRS - bank	National	Undefined	Ellsworth District
Rainbow	Ellsworth Place	8661 Colesville Rd	GAFO - apparel	National	Undefined	Ellsworth District
Ross Dress for Less	Ellsworth Place	8661 Colesville Rd	GAFO - apparel	National	Undefined	Ellsworth District
Saima Jewelers	Ellsworth Place	8661 Colesville Rd	GAFO - footwear & accessories	Local	Undefined	Ellsworth District
Shoe City	Ellsworth Place	8661 Colesville Rd	GAFO - footwear & accessories	National	Undefined	Ellsworth District
TD Bank	Ellsworth Place	8661 Colesville Rd	NRS - bank	National	Undefined	Ellsworth District
TG Jewelers	Ellsworth Place	8661 Colesville Rd	GAFO - footwear & accessories	Local	Undefined	Ellsworth District
TJ Maxx	Ellsworth Place	8661 Colesville Rd	GAFO - apparel	National	Undefined	Ellsworth District
Trendy Nails and Spa	Ellsworth Place	8661 Colesville Rd	NG&S - personal services	Local	Black American	Ellsworth District

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Twins Fashion InterNational	Ellsworth Place	8661 Colesville Rd	GAFO - apparel	Local	Black African	Ellsworth District
Wireless & Repair Store	Ellsworth Place	8661 Colesville Rd	NG&S - electronics	Local	Undefined	Ellsworth District
Vacant	Ellsworth Place	8661 Colesville Rd	Vacant			Ellsworth District
Vacant	Ellsworth Place	8661 Colesville Rd	Vacant			Ellsworth District
Vacant	Ellsworth Place	8661 Colesville Rd	Vacant			Ellsworth District
Vacant	Ellsworth Place	8661 Colesville Rd	Vacant			Ellsworth District
Vacant	Ellsworth Place	8661 Colesville Rd	Vacant			Ellsworth District
Vacant	Ellsworth Place	8661 Colesville Rd	Vacant			Ellsworth District
Vacant	Ellsworth Place	8661 Colesville Rd	Vacant			Ellsworth District
Vacant	Ellsworth Place	8661 Colesville Rd	Vacant			Ellsworth District
Vacant	Ellsworth Place	8661 Colesville Rd	Vacant			Ellsworth District
Vacant	Ellsworth Place	8661 Colesville Rd	Vacant			Ellsworth District
Vacant	Ellsworth Place	8661 Colesville Rd	Vacant			Ellsworth District
Vacant	Ellsworth Place	8661 Colesville Rd	Vacant			Ellsworth District
Pollo Campere		8662 Colesville Rd	F&B - fast food	National	Latinx	Ellsworth District
T-Mobile		8668 Colesville Rd	NG&S - electronics	National	Undefined	Ellsworth District
Mattress Firm		8701 Colesville Rd	GAFO - home goods	National	Undefined	Ellsworth District
The UPS Store		8705 Colesville Rd	NRS - shipping	National	Undefined	Ellsworth District
Pho Tan Vinh		8705 Colesville Rd	F&B - full-service restaurant	Local	East Asian	Ellsworth District
Montgomery County Liquor		8715 Colesville Rd	NG&S - liquor store	Local	Undefined	Ellsworth District
Vietnam Veterans of America		8719 Colesville Rd	NRS - office	Local	Undefined	Ellsworth District

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Savor Restaurant & Bar		8727 Colesville Rd	F&B - full-service restaurant	Local	Undefined	Ellsworth District
Sergio Italiano Ristorante		8727 Colesville Rd	F&B - full-service restaurant	Local	Undefined	Ellsworth District
Long & Foster		8737 Colesville Rd	NRS - real estate	National	Undefined	Ellsworth District
SECU Credit Union		8737 Colesville Rd	NRS - bank	Local	Undefined	Ellsworth District
Lemon Slice Café		8737 Colesville Rd	F&B - fast food	Local	Undefined	Ellsworth District
Sage Title		8737 Colesville Rd	NRS - real estate	Local	Undefined	Ellsworth District
Silver Cycles		8307 Dixon Ave	GAFO - bike shop	Local	Undefined	Metro Center
Arat Kilo Market & Restaurant	BERISSO LLC	818 Easley St	NG&S - grocery	Local	Black African	Georgia Ave-Fenton Village
Honda Service Center		1006 East West Hwy	NRS - automotive	National	Undefined	West of Railroad
NTB - National Tire & Battery		1110 East West Hwy	NRS - automotive	National	Undefined	West of Railroad
AlterEgo		1111 East West Hwy	NRS - media production	Local	Undefined	West of Railroad
Denizens Brewing Co		1115 East West Hwy	F&B - full-service restaurant	Local	Undefined	West of Railroad
Papa John's Pizza	The Veridian	1133 East West Hwy	F&B - fast food	National	Undefined	West of Railroad
Sola Salons Studio	The Veridian	1133 East West Hwy	NG&S - personal services	National	Black American	West of Railroad
Bump & Grind	Blair Park Shopping Center	1200 East West Hwy	F&B - fast food	Local	Undefined	West of Railroad
Artistic Family Dentistry		1200 East West Hwy	NRS - dental	Local	Undefined	West of Railroad
VACANT		1200 East West Hwy	Vacant			West of Railroad
Ikko Sushi	The Bennington	1215 East West Hwy	F&B - full-service restaurant	Local	Undefined	West of Railroad

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Vacant		1280 East West Hwy	Vacant			West of Railroad
Giant	Blair Park Shopping Center	1280 East West Hwy	NG&S - grocery	National	Undefined	West of Railroad
Starbucks	Blair Park Shopping Center	1280 East West Hwy	F&B - fast food	National	Undefined	West of Railroad
CVS Pharmacy	Blair Park Shopping Center	1290 East West Hwy	NG&S - drugstore/ household + personal goods	National	Undefined	West of Railroad
Vacant		1300 East West Hwy	Vacant			West of Railroad
Mamma Lucia	Blair Park Shopping Center	1302 East West Hwy	F&B - fast food	Local	Undefined	West of Railroad
Kesslers Organic Cleaners	Blair Park Shopping Center	1304 East West Hwy	NG&S - dry cleaner	Local	Undefined	West of Railroad
NIH Federal Credit Union		1308 East West Hwy	NRS - bank	Local	Undefined	West of Railroad
District Taco	Blair Park Shopping Center	1310 East West Hwy	F&B - fast food	Local	Undefined	West of Railroad
William A Taylor, DDS Dentist		1311-A East West Hwy	NRS - dental	Local	Undefined	West of Railroad
NOAA	Silver Spring Metro Center 2	1311-B East West Hwy	NRS - office	Local	Undefined	West of Railroad
Allure Nail Bar	Blair Park Shopping Center	1312 East West Hwy	NG&S - personal services	Local	Black American	West of Railroad
Peet's Coffee & Tea	Blair Park Shopping Center	1316 East West Hwy	F&B - fast food	National	Undefined	West of Railroad
Metro Convenience Store	Silver Spring Metro Center 5	1317-A East West Hwy	NG&S - drugstore/ household + personal goods	Local	Undefined	West of Railroad
VIP World Cleaners	Silver Spring Metro Center 3	1317-B East West Hwy	NG&S - dry cleaner	Local	Undefined	West of Railroad
Vacant	Silver Spring Metro Center 4	1317-C East West Hwy	Vacant			West of Railroad

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
TS Grill		1329 East West Hwy	Vacant			West of Railroad
Thrive Center		1400 East West Hwy	NRS - medical	National	Undefined	West of Railroad
Turn Bluu Massage	Lenox Park Apartments	1400 East West Hwy	NG&S - personal services	Local	Undefined	West of Railroad
JB Dental Clinic & Implant Center	Lenox Park Apartments	1400 East West Hwy	NRS - medical	Local	Undefined	West of Railroad
Stateline Market		7817 Eastern Ave	NG&S - convenience	Local	Undefined	West of Railroad
Reggae Vibes		7821 Eastern Ave	F&B - fast food	Local	Caribbean	West of Railroad
Vacant		7825 Eastern Ave	Vacant			West of Railroad
Beauty by Josey		7829 Eastern Ave	NG&S - personal services	Local	Black American	West of Railroad
Pizza Boli's		7831 Eastern Ave	F&B - fast food	Local	Undefined	West of Railroad
Rohobot Ethiopian Restaurant		7833 Eastern Ave	F&B - full-service restaurant	Local	Black African	West of Railroad
Woder Ethopia Restaurant		7845 Eastern Ave	F&B - café/bar	Local	Black African	West of Railroad
Tiramisu Café & Bakery		7847 Eastern Ave	F&B - bakery	Local	Black African	West of Railroad
Vacant		7849 Eastern Ave	Vacant			West of Railroad
Kedus Hair Salon & Braiding		7851 Eastern Ave	NG&S - personal services	Local	Black American	West of Railroad
FVC Bank		7901 Eastern Ave	NRS - bank	Local	Undefined	West of Railroad
Roll by Goodyear		815 Ellsworth Dr	NRS - automotive	National	Undefined	Ellsworth District
Vacant		819 Ellsworth Dr	Vacant			Ellsworth District
Coldstone Creamery		821 Ellsworth Dr	F&B - fast food	National	Undefined	Ellsworth District
Loyalty Bookstore		823 Ellsworth Dr	GAFO - books	Local	Undefined	Ellsworth District
Chick-fil-A		825 Ellsworth Dr	F&B - fast food	National	Undefined	Ellsworth District

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Regal Majestic & IMAX		900 Ellsworth Dr	NRS - movie theater	National	Undefined	Ellsworth District
Ben & Jerry's	Ellsworth Place	903 Ellsworth Dr	F&B - fast food	National	Undefined	Ellsworth District
Don Pollo of Silver Spring		905 Ellsworth Dr	F&B - fast food	Local	Undefined	Ellsworth District
Chipotle Mexican Grill	Ellsworth Place	907 Ellsworth Dr	F&B - fast food	National	Undefined	Ellsworth District
MOD Pizza	Ellsworth Place	909 Ellsworth Dr	F&B - fast food	National	Undefined	Ellsworth District
DSW		910 Ellsworth Dr	GAFO - apparel	National	Undefined	Ellsworth District
McGinty's Public House	Ellsworth Place	911 Ellsworth Dr	F&B - full-service restaurant	Local	Undefined	Ellsworth District
Vacant		914 Ellsworth Dr	Vacant			Ellsworth District
ULTA		914 Ellsworth Dr	GAFO - drugstore/ household + personal goods	National	Undefined	Ellsworth District
Starbucks		915 Ellsworth Dr	F&B - fast food	National	Undefined	Ellsworth District
Potbelly Sandwich Works		917 Ellsworth Dr	F&B - fast food	National	Undefined	Ellsworth District
Matchbox		919 Ellsworth Dr	F&B - full-service restaurant	National	Undefined	Ellsworth District
Masa Hibachi Steakhouse & Sushi		921 Ellsworth Dr	F&B - full-service restaurant	Local	East Asian	Ellsworth District
Vacant		921 Ellsworth Dr	Vacant			Ellsworth District
Thai at Silver Spring		921 Ellsworth Dr	F&B - full-service restaurant	Local	Undefined	Ellsworth District
Armed Forces Recruiting Station		921 Ellsworth Dr	NRS - office	National	Undefined	Ellsworth District
Kibana Salon & Spa		921 Ellsworth Dr	NG&S - personal services	Local	Undefined	Ellsworth District
Silver Spring Smiles		921 Ellsworth Dr	NRS - dental	Local	Undefined	Ellsworth District

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
LOFT		922 Ellsworth Dr	GAFO - apparel	National	Undefined	Ellsworth District
Eggspectation		923 Ellsworth Dr	F&B - full-service restaurant	National	Undefined	Ellsworth District
Nando's Peri-Peri		924 Ellsworth Dr	F&B - fast food	National	Undefined	Ellsworth District
Maryland Youth Ballet		926 Ellsworth Dr	NRS - dance school	Local	Undefined	Ellsworth District
Copper Canyon Grill		928 Ellsworth Dr	F&B - full-service restaurant	Local	Undefined	Ellsworth District
The Eleanor		931 Ellsworth Dr	F&B - full-service restaurant	Local	Undefined	Ellsworth District
BIBIBOP Asian Grill		935 Ellsworth Dr	F&B - fast food	National	East Asian	Ellsworth District
Vacant		937 Ellsworth Dr	Vacant			Ellsworth District
RISE Dispensaries	MOSAIC REAL ESTATE LLC	7900 Fenton St	NG&S - dispensary	National	Undefined	Georgia Ave-Fenton Village
Tropicana Laundromat	919 GIST LLC	8010 Fenton St	NG&S - personal services	Local	Undefined	Georgia Ave-Fenton Village
Greyhound Bus Station	MARVIN MEMORIAL METH CH	8100 Fenton St	NRS - bus station	National	Undefined	Georgia Ave-Fenton Village
7-Eleven	HARIG MARIANE MET AL TR	8101 Fenton St	NG&S - convenience	National	Undefined	Georgia Ave-Fenton Village
Manny & Olga's Pizza	SINGH ADYANAND TR ET AL	8107 Fenton St	F&B - fast food	Local	Latinx	Georgia Ave-Fenton Village
Ethiopian Indian Market Beer & Wine	SINGH ADYANAND TR ET AL	8107 Fenton St	NG&S - convenience	Local	Black African, South Asian	Georgia Ave-Fenton Village
Checks Cashed Best	SINGH ADYANAND TR ET AL	8107 Fenton St	NRS - check-cashing	Local	Undefined	Georgia Ave-Fenton Village
Zene's Deli & World Market	FENTON GROUP LLC	8113-A Fenton St	F&B - fast food	Local	Black African	Georgia Ave-Fenton Village

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
All in One Repair & Accessories	FENTON GROUP LLC	8113-B Fenton St	GAFO - electronics	Local	Undefined	Georgia Ave-Fenton Village
Vacant	FENTON GROUP LLC	8115 Fenton St	Vacant			Georgia Ave-Fenton Village
Maryland Dental Center	MEHRABIAN KOUROSH	8120 Fenton St	NRS - dental	Local	Latinx	Georgia Ave-Fenton Village
Lesaac Ethiopian Café	8204 ASSOCIATES LMTD LIAB CO	8200 Fenton St	F&B - full-service restaurant	Local	Black African	Georgia Ave-Fenton Village
Italian Kitchen Delivery	HOPE REAL ESTATE MANAGEMENT INC	8201 Fenton St	F&B - fast food	Local	Undefined	Georgia Ave-Fenton Village
Hot Spot Lounge	HOPE REAL ESTATE MANAGEMENT INC	8203 Fenton St	F&B - bar	Local	Middle Eastern	Georgia Ave-Fenton Village
Adulis MCS Pack & Ship	HOPE REAL ESTATE MANAGEMENT INC	8205 Fenton St	NRS - mail	Local	Undefined	Georgia Ave-Fenton Village
Martin's Hair Salon	HOPE REAL ESTATE MANAGEMENT INC	8207 Fenton St	NG&S - personal services	Local	Black African	Georgia Ave-Fenton Village
Arina's Shoe & Leather Repair	HOPE REAL ESTATE MANAGEMENT INC	8207 Fenton St	NG&S - footwear & accessories	Local	Undefined	Georgia Ave-Fenton Village
Sisay Tailor & Alterations	HOPE REAL ESTATE MANAGEMENT INC	8209 Fenton St	NG&S - personal services	Local	Black African	Georgia Ave-Fenton Village
TG Silver Spring Mart	8211 FENTON ST LLC	8211 Fenton St	NG&S - grocery	Local	Black African	Georgia Ave-Fenton Village
Sure-Fit Security	PMS MANAGEMENT LLC	8213 Fenton St	NRS - hardware	Local	Undefined	Georgia Ave-Fenton Village
Spa Mesu - Building 1	8215 FENTON STREET L L C	8215 Fenton St	NG&S - personal services	Local	Undefined	Georgia Ave-Fenton Village

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Vacant		8227 Fenton St	Vacant			Georgia Ave-Fenton Village
Vacant		8230 Fenton St	Vacant			Georgia Ave-Fenton Village
VACANT	ABYE LLC	8233 Fenton St	Vacant			Georgia Ave-Fenton Village
Weller's Dry Cleaning	WELLER CHARLES INVESTMENTS LLC	8237 Fenton St	NG&S - personal services	Local	Undefined	Georgia Ave-Fenton Village
Vacant		8250 Fenton St	Vacant			Georgia Ave-Fenton Village
Vacant		8280 Fenton St	Vacant			Georgia Ave-Fenton Village
Exxon	AMAFHH HOLDINGS II LLC	8301 Fenton St	NRS - gas station	National	Undefined	Georgia Ave-Fenton Village
Tailoring & Alterations Center	ANASTASI JOSEPH G ET AL TRUSTEE	8305 Fenton St	NG&S - personal services	Local	Undefined	Georgia Ave-Fenton Village
Anis Hair Studio	ANASTASI JOSEPH G ET AL TRUSTEE	8307 Fenton St	NG&S - personal services	Local	Black African, Black American	Georgia Ave-Fenton Village
Fenton Café	ANASTASI JOSEPH G ET AL TRUSTEE	8311 Fenton St	F&B - fast food	Local	Undefined	Georgia Ave-Fenton Village
Superior Cuts Salon	ANASTASI JOSEPH G ET AL TRUSTEE	8313 Fenton St	NG&S - personal services	National	Undefined	Georgia Ave-Fenton Village
Ivania Hair Salon	ANASTASI JOSEPH G ET AL TRUSTEE	8315 Fenton St	NG&S - personal services	Local	Black American	Georgia Ave-Fenton Village
Alliance Comics	ANASTASI JOSEPH G ET AL TRUSTEE	8317 Fenton St	GAFO - Music & other	Local	Undefined	Georgia Ave-Fenton Village
Fenton Citgo	FENTON PROPERTIES LLC	8333 Fenton St	NRS - automotive	National	Undefined	Georgia Ave-Fenton Village

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Pure Barre		8455 Fenton St	NRS - gym	National	Undefined	Georgia Ave-Fenton Village
Orange Theory		8456 Fenton St	NRS - gym	National	Undefined	Georgia Ave-Fenton Village
Vacant		8457 Fenton St	Vacant			Georgia Ave-Fenton Village
El Sapo - Cuban Supper Club		8458 Fenton St	F&B - full-service restaurant	Local	Latinx	Georgia Ave-Fenton Village
Sprint		8501 Fenton St	NG&S - electronics	National	Undefined	Ellsworth District
BurgerFi		8504 Fenton St	F&B - fast food	National	Undefined	Ellsworth District
Vacant		8506 Fenton St	Vacant			Ellsworth District
Gusto Farm to Street		8512 Fenton St	F&B - fast food	Local	Undefined	Ellsworth District
Men's Wearhouse		8514 Fenton St	GAFO - apparel	National	Undefined	Ellsworth District
H&M		8518 Fenton St	GAFO - apparel	National	Undefined	Ellsworth District
Locavino		8519 Fenton St	F&B - full-service restaurant	Local	Undefined	Ellsworth District
LebTav		8535 Fenton St	F&B - full-service restaurant	National	Middle Eastern	Ellsworth District
Vacant		8537 Fenton St	Vacant			Ellsworth District
Visionworks		8551 Fenton St	NRS - vision	National	Undefined	Ellsworth District
Sushi Jin Next Door		8555 Fenton St	F&B - full-service restaurant	Local	East Asian	Ellsworth District
Arepas Pues		8555 Fenton St	F&B - fast food	Local	Latinx	Ellsworth District
Mary's Hair Stylists		8559 Fenton St	NG&S - personal services	Local	Black American	Ellsworth District
Willow Street Yoga		8561 Fenton St	NRS - gym	Local	Undefined	Ellsworth District

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Smoothie King		8563 Fenton St	F&B - fast food	National	Undefined	Ellsworth District
Rosta's Boutique		8618 Fenton St	GAFO - apparel	Local	Undefined	Ellsworth District
All Set Restaurant	Montgomery Center	8630 Fenton St	F&B - full-service restaurant	Local	Undefined	North Silver Spring
United Bank	Montgomery Center	8630 Fenton St	NRS - bank	National	Undefined	North Silver Spring
Blowouts Salon	Montgomery Center	8630 Fenton St	NG&S - personal services	Local	Undefined	North Silver Spring
Medstar Eye Institute	Montgomery Center	8630 Fenton St	NRS - vision	Local	Undefined	North Silver Spring
Foot & Ankle Specialists of the Mid-Atlantic	Montgomery Center	8630 Fenton St	NRS - medical	Local	Undefined	North Silver Spring
John Greenan Jewelers	The Charter House	1314 Fenwick Ln	GAFO - footwear & accessories	Local	Undefined	North Silver Spring
Fenwick Beer & Wine		1327 Fenwick Ln	NG&S - liquor store	Local	Undefined	North Silver Spring
Silva Shoe Repair	The Point at Silver Spring	1301 Fenwick St	NG&S - shoe repair	Local	Undefined	North Silver Spring
Aroma Juice Café	The Point at Silver Spring	1305 Fenwick St	F&B - fast food	Local	Undefined	North Silver Spring
Georgian Cleaners	The Point at Silver Spring	1309 Fenwick St	NG&S - dry cleaner	Local	Undefined	North Silver Spring
Salon Obsessions	The Point at Silver Spring	1315 Fenwick St	NG&S - personal services	Local	Black American	North Silver Spring
7-Eleven	The Point at Silver Spring	1319 Fenwick St	NG&S - grocery	National	Undefined	North Silver Spring
Cubano's Authentic Cuban Cuisine and Beyond		1201 Fidler Ln	F&B - full-service restaurant	Local	Latinx	Metro Center
Vacant		1203 Fidler Ln	Vacant			Metro Center

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Vivanti Hair Studio		7892 Georgia Ave	NG&S - personal services	Local	Black American	West of Railroad
Posh Salon - 2nd floor above Vivanti		7896 Georgia Ave	NG&S - personal services	Local	Black American	West of Railroad
Freddy's Hair Braiding		7900 Georgia Ave	NG&S - personal services	Local	Black African, Black American	West of Railroad
The Noon/Red Camel Superstore		7902 Georgia Ave	GAFO - Drugstore/ Household + Personal Goods	Local	Undefined	West of Railroad
7 Brothers Dry Cleaners		7904 Georgia Ave	NG&S - dry cleaner	Local	Undefined	West of Railroad
2nd Floor - InterNational Driving School		7906 Georgia Ave	NRS - driving school	Local	Undefined	West of Railroad
Eleven Fresh Market		7906 Georgia Ave	NG&S - convenience	Local	Undefined	West of Railroad
Mary Beauty Salon/HM Hair Salon		7908 Georgia Ave	NG&S - personal services	Local	Undefined	West of Railroad
Diversity Hookah Lounge		7910 Georgia Ave	F&B - bar	Local	Undefined	West of Railroad
Port-Au-Prince Haitian Cuisine		7912 Georgia Ave	F&B - full-service restaurant	Local	Caribbean	West of Railroad
La Fonda Bakery & Grocer		7914 Georgia Ave	NG&S - grocery	Local	Latinx	West of Railroad
Aisha Hair Braiding		7918 Georgia Ave	NG&S - personal services	Local	Black African, Black American	West of Railroad
Capitol Tattoo		7920 Georgia Ave	GAFO - tattoo parlor	Local	Undefined	West of Railroad
El Aguila Restaurant		7926 Georgia Ave	F&B - full-service restaurant	Local	Latinx	West of Railroad
Unity Barber Shop		7932 Georgia Ave	NG&S - personal services	Local	Black American	West of Railroad
7-Eleven		7980 Georgia Ave	NG&S - convenience	National	Undefined	West of Railroad
Mr. Wash Express		7996 Georgia Ave	NRS - automotive	Local	Undefined	West of Railroad

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
vacant		7998 Georgia Ave	Vacant			West of Railroad
Hertz Rent-a-Car		8000 Georgia Ave	NRS - automotive	National	Undefined	West of Railroad
Crisfield Seafood Restaurant		8012 Georgia Ave	F&B - full-service restaurant	Local	Undefined	West of Railroad
Moorenko's Ice Cream Café		8030 Georgia Ave	F&B - fast food	Local	Undefined	West of Railroad
DaVita Dialysis		8040 Georgia Ave	NRS - medical	National	Undefined	West of Railroad
Photogroup, inc.		8040 Georgia Ave	NRS - photography studio	Local	Undefined	West of Railroad
Lotus Café	8075 LLC	8073 Georgia Ave	F&B - full-service restaurant	Local	South Asian	Georgia Ave-Fenton Village
Vacant	8081 SLIGO LLC	8081 Georgia Ave	Vacant			Georgia Ave-Fenton Village
Vacant	8081 SLIGO LLC	8081 Georgia Ave	Vacant			Georgia Ave-Fenton Village
Up Yoga	8081 SLIGO LLC	8083 Georgia Ave	NRS - gym	Local	Undefined	Georgia Ave-Fenton Village
Quality Time Early Learning Center	ERNA LLC	8101 Georgia Ave	NRS - school	Local	Undefined	Georgia Ave-Fenton Village
The Dog Stay	8120 LLC	8122 Georgia Ave	NRS - pet hotel	Local	Undefined	Georgia Ave-Fenton Village
Golf Ultra Lounge	WOLPOFF STUART JOSEPH	8123 Georgia Ave	F&B - full-service restaurant	Local	Black African	Georgia Ave-Fenton Village
Next Door Coffee & Hookah Bar	ELIZABETH MANOR APTS PTNRSHIP	8125 Georgia Ave	F&B - fast food	Local	Black African	Georgia Ave-Fenton Village
Dor-Ne Corset Shoppe	8120 LLC	8126 Georgia Ave	GAFO - apparel	Local	Undefined	Georgia Ave-Fenton Village
Claudia's Dominican Hair Salon - 2nd Floor	8120 LLC	8126 Georgia Ave	NG&S - personal services	Local	Latinx	Georgia Ave-Fenton Village

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Consulado de Guatemala	8120 LLC	8126 Georgia Ave	NRS - office	Local	Undefined	Georgia Ave-Fenton Village
Nezret Market	8120 LLC	8126 Georgia Ave	NG&S - grocery	Local	Black African	Georgia Ave-Fenton Village
911iFix	ROSENBERG EDWARD, ROSENBERG JAN	8127 Georgia Ave	GAFO - electronics	Local	Undefined	Georgia Ave-Fenton Village
AAMCO Transmissions	ROSENBERG EDWARD, ROSENBERG JAN	8129 Georgia Ave	NRS - auto shop	National	Undefined	Georgia Ave-Fenton Village
The Fire Station 1	8113 LLC	8133 Georgia Ave	F&B - full-service restaurant	Local	Undefined	Georgia Ave-Fenton Village
7-Eleven		8200 Georgia Ave	NG&S - convenience	National	Undefined	Georgia Ave-Fenton Village
Beteseb Restaurant		8201 Georgia Ave	F&B - full-service restaurant	Local	Black African	Georgia Ave-Fenton Village
Beltway Martial Arts		8201 Georgia Ave	NRS - gym	Local	Undefined	Georgia Ave-Fenton Village
Golden House Chinese Food	8120 LLC	8202 Georgia Ave	F&B - full-service restaurant	Local	East Asian	Georgia Ave-Fenton Village
Hair We Go		8203 Georgia Ave	NG&S - personal services	Local	Undefined	Georgia Ave-Fenton Village
Plaza Artist Materials and Framing		8205 Georgia Ave	GAFO - music & other	Local	Undefined	Georgia Ave-Fenton Village
Patient First		8206 Georgia Ave	NRS - medical	National	Undefined	Georgia Ave-Fenton Village
Enterprise Rent A Car		8208 Georgia Ave	NRS - rental	National	Undefined	Georgia Ave-Fenton Village
Palisades Lounge		8211 Georgia Ave	F&B - bar	Local	Undefined	Georgia Ave-Fenton Village

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Vacant		8213 Georgia Ave	Vacant			Georgia Ave-Fenton Village
Odalis Restaurant & Bar		8215 Georgia Ave	F&B - full-service restaurant	Local	Latinx	Georgia Ave-Fenton Village
Astro Lab Brewing		8216 Georgia Ave	F&B - brewery	Local	Undefined	Georgia Ave-Fenton Village
Afrikutz		8217 Georgia Ave	NG&S - personal services	Local	Black African, Black American	Georgia Ave-Fenton Village
Best Pawn		8217 Georgia Ave	GAFO - music & other	Local	Undefined	Georgia Ave-Fenton Village
Meinecke Car Care Center		8220 Georgia Ave	NRS - auto shop	National	Undefined	Georgia Ave-Fenton Village
Urban Butcher		8220 Georgia Ave	F&B - full-service restaurant	Local	Undefined	Georgia Ave-Fenton Village
Abyssinia Restaurant		8221 Georgia Ave	F&B - full-service restaurant	Local	Black African	Georgia Ave-Fenton Village
The Big Greek Café		8223 Georgia Ave	F&B - full-service restaurant	Local	Undefined	Georgia Ave-Fenton Village
Zed's Café		8225 Georgia Ave	F&B - fast food	Local	Undefined	Georgia Ave-Fenton Village
Natural Beauty by Lalia		8225-A Georgia Ave	NG&S - personal services	Local	Black African, Black American	Georgia Ave-Fenton Village
Cabana Hookah Lounge		8227 Georgia Ave	F&B - full-service restaurant	Local	Black African	Georgia Ave-Fenton Village
The Society Restaurant & Lounge		8229 Georgia Ave	F&B - full-service restaurant	Local	Undefined	Georgia Ave-Fenton Village
Sherwin Williams Paints		8230 Georgia Ave	GAFO - home goods	National	Undefined	Georgia Ave-Fenton Village

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Crown Wigs		8233 Georgia Ave	NG&S - personal services	Local	Undefined	Georgia Ave-Fenton Village
Olazzo		8235 Georgia Ave	F&B - full-service restaurant	Local	Undefined	Georgia Ave-Fenton Village
La Bamba Restaurant		8241 Georgia Ave	F&B - full-service restaurant	Local	Latinx	Georgia Ave-Fenton Village
Moren Jewelry/Watch Repair		8241 Georgia Ave	NG&S - repair	Local	Undefined	Georgia Ave-Fenton Village
Mix Bar & Grill		8241 Georgia Ave	F&B - full-service restaurant	Local	Undefined	Georgia Ave-Fenton Village
Alternative Primary Care		8241 Georgia Ave	NRS - medical	Local	Undefined	Georgia Ave-Fenton Village
The Restore Church Living Room		8241 Georgia Ave	NRS - office	Local	Undefined	Georgia Ave-Fenton Village
Zeke's Hookah/Sports Café		8241 Georgia Ave	F&B - full-service restaurant	Local	Black African	Georgia Ave-Fenton Village
Spice Street Indian Restaurant		8250 Georgia Ave	F&B - full-service restaurant	Local	South Asian	Georgia Ave-Fenton Village
Vacant		8250 Georgia Ave	Vacant			Georgia Ave-Fenton Village
Vacant		8250 Georgia Ave	Vacant			Georgia Ave-Fenton Village
HSBC Bank		8252 Georgia Ave	NRS - bank	National	Undefined	Georgia Ave-Fenton Village
Lucy Ethiopian Restaurant		8301 Georgia Ave	F&B - full-service restaurant	Local	Black African	Georgia Ave-Fenton Village
Langan Ethiopian Restaurant		8305 Georgia Ave	F&B - full-service restaurant	Local	Black African	Georgia Ave-Fenton Village
Capitol One Bank		8315 Georgia Ave	NRS - bank	National	Undefined	Georgia Ave-Fenton Village

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
VACANT		8401 Georgia Ave	Vacant			Georgia Ave-Fenton Village
Quarry House		8401 Georgia Ave	F&B - full-service restaurant	Local	Undefined	Georgia Ave-Fenton Village
The Republic Garden		8402 Georgia Ave	F&B - full-service restaurant	Local	Undefined	Georgia Ave-Fenton Village
Rubin & Rubin Attorney		8404 Georgia Ave	NRS - attorney	Local	Undefined	Georgia Ave-Fenton Village
Charm Thai Restaurant		8408 Georgia Ave	F&B - fast food	Local	South Asian	Georgia Ave-Fenton Village
Velatis		8408-B Georgia Ave	NG&S - candy shop	Local	Undefined	Georgia Ave-Fenton Village
The Mandarin		8411 Georgia Ave	F&B - full-service restaurant	Local	East Asian	Georgia Ave-Fenton Village
Petco Unleashed		8412 Georgia Ave	GAFO - pet	National	Undefined	Georgia Ave-Fenton Village
The Magic Beauty Spa		8415 Georgia Ave	NG&S - personal services	Local	Undefined	Georgia Ave-Fenton Village
The Greek Place		8417 Georgia Ave	F&B - fast food	Local	Undefined	Georgia Ave-Fenton Village
Helen Hair Salon		8419 Georgia Ave	NG&S - personal services	Local	Black African	Georgia Ave-Fenton Village
Orchid Nails		8423 Georgia Ave	NG&S - personal services	Local	Black American	Georgia Ave-Fenton Village
Toche Attire Tailoring		8425 Georgia Ave	NG&S - personal services	Local	Undefined	Georgia Ave-Fenton Village
Psychic		8425 Georgia Ave	NRS - psychic	Local	Undefined	Georgia Ave-Fenton Village
Euro Style		8429 Georgia Ave	GAFO - drugstore/ household + personal goods	Local	Undefined	Georgia Ave-Fenton Village

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Kash King #3		8431 Georgia Ave	NRS - check-cashing	Local	Undefined	Georgia Ave-Fenton Village
Perla Hair Salon		8433 Georgia Ave	NG&S - personal services	Local	Latinx	Georgia Ave-Fenton Village
Chase Bank		8435 Georgia Ave	NRS - bank	National	Undefined	Georgia Ave-Fenton Village
7-Eleven		8484 Georgia Ave	NG&S - grocery	National	Undefined	Georgia Ave-Fenton Village
Subway		8484 Georgia Ave	F&B - fast food	National	Undefined	Georgia Ave-Fenton Village
FedEx Office		8501 Georgia Ave	NRS - shipping	National	Undefined	Ellsworth District
Bank of America		8511 Georgia Ave	NRS - bank	National	Undefined	Ellsworth District
Sweetgreen		8517 Georgia Ave	F&B - fast food	National	Undefined	Ellsworth District
AT&T		8519 Georgia Ave	NG&S - electronics	National	Undefined	Ellsworth District
My Eye Dr.		8525 Georgia Ave	NRS - vision	National	Undefined	Ellsworth District
Red Lobster		8533 Georgia Ave	F&B - full-service restaurant	National	Undefined	Ellsworth District
Panera Bread		8541 Georgia Ave	F&B - fast food	National	Undefined	Ellsworth District
Gulf		8600 Georgia Ave	NRS - automotive	National	Undefined	Metro Center
		8601 Georgia Ave	NRS - office	Local	Undefined	Ellsworth District
Dr. Faith Cousins, DDS		8610 Georgia Ave	NRS - dental	Local	Undefined	Metro Center
Maryland Coin Exchange		8620 Georgia Ave	NRS - bank	National	Undefined	Metro Center
PJ's Coffee of New Orleans	Core Building	8621 Georgia Ave	F&B - fast food	National	Undefined	North Silver Spring
Allstate Insurance		8624 Georgia Ave	NRS - insurance	National	Undefined	Metro Center

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Congressional Bank		8630 Georgia Ave	NRS - bank	Local	Undefined	Metro Center
American Eye Care Center		8650 Georgia Ave	NRS - vision	Local	Undefined	Metro Center
Eagle Bank		8665 Georgia Ave	NRS - bank	National	Undefined	North Silver Spring
Capital One Bank		8676 Georgia Ave	NRS - bank	National	Undefined	Metro Center
Vacant		8677 Georgia Ave	Vacant			North Silver Spring
SunTrust		8700 Georgia Ave	NRS - bank	National	Undefined	North Silver Spring
Walgreen's		8701 Georgia Ave	NG&S - drugstore/ household + personal goods	National	Undefined	North Silver Spring
Wells Fargo Bank		8711 Georgia Ave	NRS - bank	National	Undefined	North Silver Spring
Café Xpress		8714 Georgia Ave	F&B - fast food	Local	East Asian	North Silver Spring
Jamachi Plastic Surgery	Metropolitan Building	8714 Georgia Ave	NRS - medical	Local	Caribbean	North Silver Spring
Raphael's Barber Shop	Metropolitan Building	8722 Georgia Ave	NG&S - personal services	Local	Undefined	North Silver Spring
Tease Hair Salon		8724 Georgia Ave	NG&S - personal services	Local	Undefined	North Silver Spring
Silver Spring Cosmetic Dentistry		8726 Georgia Ave	NRS - medical	Local	Undefined	North Silver Spring
Silver Spring Business Center (on Fenwick)		8730 Georgia Ave	NRS - office	Local	Undefined	North Silver Spring
M&T Bank		8730 Georgia Ave	NRS - bank	National	Undefined	North Silver Spring

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Headlines Hair Designers	The Point at Silver Spring	8740 Georgia Ave	NG&S - personal services	National	Undefined	North Silver Spring
Indique Virgin Hair Extensions	The Point at Silver Spring	8744 Georgia Ave	NG&S - personal services	Local	Black American	North Silver Spring
Deli, Beer, Wine	The Point at Silver Spring	8746 Georgia Ave	NG&S - liquor store	Local	Undefined	North Silver Spring
Vacant		8750 Georgia Ave	Vacant			North Silver Spring
Kumon Math and Reading Center	The Point at Silver Spring	8770 Georgia Ave	NRS - education	National	Undefined	North Silver Spring
Starbucks	Sheraton Silver Spring	8777 Georgia Ave	F&B - fast food	National	Undefined	North Silver Spring
City Place Dental	The Point at Silver Spring	8780 Georgia Ave	NRS - dental	Local	Undefined	North Silver Spring
Shelton's Salon & Spa		910 Gist Ave	NG&S - grocery	Local	Undefined	Georgia Ave-Fenton Village
W&W		912 Gist Ave	NRS - electrician	Local	Undefined	Georgia Ave-Fenton Village
Jesus House DC		916 Gist Ave	NRS - church	Local	Black African	Georgia Ave-Fenton Village
Latino Auto Tech Inc.		919 Gist Ave	NRS - automotive	Local	Latinx	Georgia Ave-Fenton Village
Millennium Barber Salon		920 Gist Ave	NG&S - grocery	Local	Undefined	Georgia Ave-Fenton Village
Murray's Auto Clinic		933 Gist Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Murray's Auto Clinic		935 Gist Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Murray's Auto Clinic		939 Gist Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Satellite Motors		8109 Mayer Ln	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Genie's Hair Salon	Pershing Court	804 Pershing Dr	NG&S - personal services	Local	Undefined	Ellsworth District
Max Tax Professional Services	Pershing Court	804 Pershing Dr	NRS - tax	Local	Undefined	Ellsworth District
Home Court		906 Philadelphia Ave	GAFO - footwear & accessories	Local	Undefined	Georgia Ave-Fenton Village
The Auto Shoppe		910 Philadelphia Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
The Auto Shoppe		912-914 Philadelphia Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Prestige Auto Body		928 Philadelphia Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Vacant		930 Philadelphia Ave	Vacant			Georgia Ave-Fenton Village
Vacant		932 Philadelphia Ave	Vacant			Georgia Ave-Fenton Village
LG Auto Body		934 Philadelphia Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Murray's Auto Clinic		999 Philadelphia Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Vacant		8405 Ramsey Ave	Vacant			Metro Center
Buena Vida Restaurant		8407 Ramsey Ave	F&B - full-service restaurant	Local	Latinx	Metro Center
HerbaFi		8413 Ramsey Ave	GAFO - medical cannabis	Local	Undefined	Metro Center
Downtown Silver Spring Pediatrics		8615 Ramsey Ave	NRS - medical	Local	Undefined	Metro Center
Mi Rancho - 8701 Ramsey		8701 Ramsey Ave	F&B - full-service restaurant	Local	Latinx	Metro Center

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Tastee Diner		8711 Ramsey Ave	F&B - full-service restaurant	Local	Undefined	Metro Center
Community, a Walgreens Pharmacy		1015 Ripley St	NG&S - drugstore/ household + personal goods	National	Undefined	Metro Center
Cycled	Solaire Silver Spring (apts)	1110 Ripley St	NRS - gym	Local	Black American	Metro Center
Derma Graphics	Solaire Silver Spring (apts)	1160 Ripley St	NG&S - personal services	Local	Undefined	Metro Center
Vacant	Solaire Silver Spring (apts)	1170 Ripley St	Vacant			Metro Center
Vacant	Solaire Silver Spring (apts)	1180 Ripley St	Vacant			Metro Center
Premier Spine Center	Solaire Silver Spring (apts)	1190 Ripley St	NRS - medical	Local	Undefined	Metro Center
Bete Ethiopian Cuisine		811 Roeder Rd	F&B - full-service restaurant	Local	Black African	Ellsworth District
Rossi's Automotive		903 Selim Rd	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Hanagan's Auto Body		933 Selim Rd	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Hanagan's Auto Body		937 Selim Rd	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Benjamin's Auto Body		943 Selim Rd	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
AK Motors		945 Selim Rd	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Vacant		949 Selim Rd	Vacant			Georgia Ave-Fenton Village
Far East Motors		959 Selim Rd	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Far East Motors		963 Selim Rd	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Far East Motors		969 Selim Rd	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Semu Hair Salon		900 Silver Spring Ave	NG&S - grocery	Local	Undefined	Georgia Ave-Fenton Village
Sheger Spring Café		900-B Silver Spring Ave	F&B - full-service restaurant	Local	Black African	Georgia Ave-Fenton Village
Wesenyelish InterNational Market		901 Silver Spring Ave	NG&S - grocery	Local	Black African	Georgia Ave-Fenton Village
Hair Care - Unisex		903 Silver Spring Ave	NG&S - personal services	Local	Undefined	Georgia Ave-Fenton Village
Create Arts Center		914 Silver Spring Ave	NRS - arts venue/school	Local	Undefined	Georgia Ave-Fenton Village
Go Brent Team		914 Silver Spring Ave	NRS - real estate	Local	Undefined	Georgia Ave-Fenton Village
Kaldi's Social House		918 Silver Spring Ave	F&B - fast food	Local	Black African	Georgia Ave-Fenton Village
Dragon City		918 Sligo Ave	F&B - fast food	Local	East Asian	Georgia Ave-Fenton Village
M&D Auto Body		920 Sligo Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
SmartLunches.com		923 Sligo Ave	NRS - child care	National	Undefined	Georgia Ave-Fenton Village
M&D Auto Body		926 Sligo Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Superior Transmissions		928 Sligo Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
CJ Foreign Car Service		932 Sligo Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Sligo Motors, Inc.		934 Sligo Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
FG1 Auto Body, Inc.		936 Sligo Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Guillen's Automotive		938 Sligo Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
G&S Automotive		942 Sligo Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Beahm's Auto Service		944 Sligo Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Dire Salon & Massage		946 Sligo Ave	NG&S - personal services	Local	Black African, Black American	Georgia Ave-Fenton Village
TnT Import Auto Parts		948 Sligo Ave	GAFO - auto parts	Local	Undefined	Georgia Ave-Fenton Village
Vacant		950 Sligo Ave	Vacant			Georgia Ave-Fenton Village
Debab Ethiopian Restaurant		952 Sligo Ave	F&B - full-service restaurant	Local	Black African	Georgia Ave-Fenton Village
GMT Auto Repair		958 Sligo Ave	NRS - auto shop	Local	Undefined	Georgia Ave-Fenton Village
Vicino Ristorante Italiano		959 Sligo Ave	F&B - full-service restaurant	Local	Undefined	Georgia Ave-Fenton Village
David's Café		1300 Spring St	F&B - fast food	Local	Undefined	North Silver Spring
Major Medical		1300 Spring St	NRS - medical	Local	Undefined	North Silver Spring
Glick Opticians		1300 Spring St	NRS - vision	Local	Undefined	North Silver Spring
Vacant		1300 Spring St	Vacant			North Silver Spring
Bank of America		1310 Spring St	NRS - bank	National	Undefined	North Silver Spring

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Lamoon Thai		902 Thayer Ave	F&B - full-service restaurant	Local	South Asian	Georgia Ave-Fenton Village
AW Beauty Salon		908 Thayer Ave	NG&S - personal services	Local	Black American	Georgia Ave-Fenton Village
Safeway		909 Thayer Ave	GAFO - fast food	National	Undefined	Georgia Ave-Fenton Village
Pam's Nails		910 Thayer Ave	NG&S - personal services	Local	Undefined	Georgia Ave-Fenton Village
US Post Office		940 Thayer Ave	NRS - post office	National	Undefined	Georgia Ave-Fenton Village
Club Pilates		956 Thayer Ave	NRS - gym	National	Undefined	Georgia Ave-Fenton Village
Negril - The Jamaican Eatery		965 Thayer Ave	F&B - fast food	Local	Caribbean	Georgia Ave-Fenton Village
Cortez Cigars		971 Thayer Ave	GAFO - Music & other	Local	Latinx	Georgia Ave-Fenton Village
Betty Mae Kramer Gallery		1 Veterans Pl	NRS - arts venue	Local	Undefined	Ellsworth District
Friends Deli		1010 Wayne Ave	F&B - fast food	Local	Undefined	Metro Center
Vacant		1010 Wayne Ave	Vacant			Metro Center
Friend's Deli		1010 Wayne Ave	F&B - fast food	Local	Undefined	Georgia Ave-Fenton Village
Pivot Physical Therapy		1010 Wayne Ave	NRS - medical	Local	Undefined	Georgia Ave-Fenton Village
Planet Fitness		1100 Wayne Ave	NRS - gym	National	Undefined	Metro Center
BB&T Bank		1100 Wayne Ave	NRS - bank	National	Undefined	Metro Center
Turning Point		801 Wayne Ave	NG&S - personal services	Local	Black American	Ellsworth District
Vacant		801 Wayne Ave	Vacant			Ellsworth District

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
European Wax Center		811 Wayne Ave	NG&S - personal services	National	Undefined	Ellsworth District
Silver Spring Ace Hardware		815 Wayne Ave	GAFO - home goods	National	Undefined	Ellsworth District
CAVA Meza Grille		815 Wayne Ave	F&B - fast food	National	Undefined	Ellsworth District
Vacant		819 Wayne Ave	Vacant			Ellsworth District
CVS Pharmacy		825 Wayne Ave	NG&S - drugstore/ household + personal goods	National	Undefined	Ellsworth District
Whole Foods		833 Wayne Ave	NG&S - grocery	National	Undefined	Ellsworth District
Kefa Café in library		900 Wayne Ave	F&B - fast food	Local	Black African	Georgia Ave-Fenton Village
Washington Sports Club		901 Wayne Ave	NRS - gym	Local	Undefined	Ellsworth District
Round House Theatre Education Center		925 Wayne Ave	NRS - arts venue/school	Local	Undefined	Ellsworth District
City Taste		930 Wayne Ave	F&B - full-service restaurant	Local	East Asian, South Asian	Georgia Ave-Fenton Village
Capezio Footlights		938 Wayne Ave	GAFO - apparel	National	Undefined	Georgia Ave-Fenton Village
Bonanza Coins		940 Wayne Ave	GAFO - Music & other	Local	Undefined	Georgia Ave-Fenton Village
Ghar-E-Kabob		944 Wayne Ave	F&B - full-service restaurant	Local	South Asian	Georgia Ave-Fenton Village
United Desi Market		946 Wayne Ave	NG&S - personal services	Local	South Asian	Georgia Ave-Fenton Village
Convenience Express		948 Wayne Ave	NG&S - grocery	Local	Undefined	Georgia Ave-Fenton Village
Massage Envy		955 Wayne Ave	NG&S - personal services	National	Undefined	Ellsworth District
Pivot Physical Therapy		962 Wayne Ave	NRS - medical	Local	Undefined	Metro Center

TABLE A-3: RETAIL INVENTORY DATA (SILVER SPRING)

Retail Tenant 2020	Shopping Center Name	Full Address	Category Combined	National/Local	Minority-Served	Subarea
Pivot Physical Therapy/Ashton Rehabilitation Acupuncture Clinic		962 Wayne Ave	NRS - medical	Local	Undefined	Georgia Ave-Fenton Village
Vacant			Vacant			Georgia Ave-Fenton Village

TABLE A-4: RETAIL INVENTORY DATA (TAKOMA-LANGLEY)

Tenant	Shopping Center Name	Full Address	Category	National/Local	Minority-Served	Subarea
OneTravel		1011 UNIVERSITY BLVD E	NRS - travel	Local	Latinx	North
Depilacion con Hilo		1011 UNIVERSITY BLVD E #201	NG&S - personal services	Local	Latinx	North
Lama's Eyebrow Threading		1011 UNIVERSITY BLVD E	NG&S - personal services	Local	Latinx	North
Cambios Visibles Salon		1011 UNIVERSITY BLVD E	NG&S - personal services	Local	Latinx	North
Erie Insurance		1021 UNIVERSITY BLVD E	NRS - insurance	Local	undefined	North
Sanabria & Associates		1021 UNIVERSITY BLVD E	NRS - attorney	Local	Latinx	North
Western Union		1021 UNIVERSITY BLVD E	NRS - check-cashing	Local	undefined	North
vacant		1021 UNIVERSITY BLVD E	Vacant	vacant		North
Sofy Tax		1021 UNIVERSITY BLVD E	NRS - tax	Local	undefined	North
Salon Beleza		1021 UNIVERSITY BLVD E	NG&S - personal services	Local	Latinx	North
Slatkin & Assoc. (abogados)	Crossroads Professional Building	7676 NEW HAMPSHIRE AVE #105	NRS - attorney	Local	Latinx	Central
Law Offices of Jeffrey Henry	Crossroads Professional Building	7676 NEW HAMPSHIRE AVE #103	NRS - attorney	Local	Latinx	Central
MJ Morgan	Crossroads Professional Building	7676 NEW HAMPSHIRE AVE #104	NRS - staffing	Local	undefined	Central
Rincon Cristiano	Crossroads Professional Building	7676 NEW HAMPSHIRE AVE #108	GAFO - books	Local	Latinx	Central

TABLE A-4: RETAIL INVENTORY DATA (TAKOMA-LANGLEY)

Tenant	Shopping Center Name	Full Address	Category	National/Local	Minority-Served	Subarea
CCI Health & Wellness Services	Crossroads Professional Building	7676 NEW HAMPSHIRE AVE #100	NRS - medical	Local	undefined	Central
START Nutrition	Crossroads Professional Building	7676 NEW HAMPSHIRE AVE #101	NRS - medical	Local	undefined	Central
Valdemar Travel	Crossroads Professional Building	7676 NEW HAMPSHIRE AVE #107	NRS - travel	Local	Latinx	East
Another Way		1363/5 HOLTON LN	NRS - medical	Local	undefined	East
Smile Dental Center		1013 UNIVERSITY BLVD E	NRS - dental	Local	Latinx	North
Angel Driving School		1013 UNIVERSITY BLVD E	NRS - driving school	Local	Latinx	North
America Insurance and Title Service		1013 UNIVERSITY BLVD E	NRS - insurance	Local	undefined	North
IHOP		7405 NEW HAMPSHIRE AVE	F&B - full-service restaurant	National	undefined	East
vacant	Hampshire Place	7485 NEW HAMPSHIRE AVE	Vacant	vacant		East
Rams Fast Tax Service	Hampshire Place	7487 NEW HAMPSHIRE AVE	NRS - tax	Local	Latinx	East
Julie's Hair Salon 2	Hampshire Place	7489 NEW HAMPSHIRE AVE	NG&S - personal services	Local	Caribbean	East
Liberty State Insurance Agency	Hampshire Place	7491 NEW HAMPSHIRE AVE	NRS - insurance	National	undefined	East
Stein Sperling Attorneys	Hampshire Place	7495 NEW HAMPSHIRE AVE	NRS - attorney	Local	Latinx	East
Claudette's Braiding Gallery	Hampshire Place	7505 NEW HAMPSHIRE AVE #210	NG&S - personal services	Local	Black American	East
Langley Park Back & Pain Clinic	Hampshire Place	7505 NEW HAMPSHIRE AVE #209	NRS - medical	Local	undefined	East

TABLE A-4: RETAIL INVENTORY DATA (TAKOMA-LANGLEY)

Tenant	Shopping Center Name	Full Address	Category	National/Local	Minority-Served	Subarea
Salvation Army Thrift Store	Hampshire Place	7505 NEW HAMPSHIRE AVE #203	GAFO - apparel/home goods	National	undefined	East
The Caribbean Market	Hampshire Place	7505 NEW HAMPSHIRE AVE #103	NG&S - grocery	Local	Caribbean	East
Ameriwell Chiropractic	Hampshire Place	7505 NEW HAMPSHIRE AVE #320	NRS - medical	Local	undefined	East
Comfy Dental	Hampshire Place	7505 NEW HAMPSHIRE AVE #305	NRS - dental	Local	undefined	East
Pediatric Care	Hampshire Place	7505 NEW HAMPSHIRE AVE #305	NRS - medical	Local	undefined	East
Gawin L. Flynn MD PA	Hampshire Place	7505 NEW HAMPSHIRE AVE #306	NRS - medical	Local	undefined	East
T-A-X Services LLC	Hampshire Place	7505 NEW HAMPSHIRE AVE #300	NRS - tax	Local	undefined	East
Confident Smiles	Hampshire Place	7511 NEW HAMPSHIRE AVE	NRS - dental	Local	undefined	Central
Dominion Primary Care and Weight Loss Group	Hampshire Place	7513 NEW HAMPSHIRE AVE	NRS - medical	Local	undefined	East
vacant	Hampshire Place	7517 NEW HAMPSHIRE AVE	Vacant	vacant		Central
Precise Accounting and Tax	Hampshire Place	7521 NEW HAMPSHIRE AVE	NRS - tax	Local	undefined	East
vacant	Hampshire Place	7525 NEW HAMPSHIRE AVE	Vacant	vacant		Central
vacant	Hampshire Place	7523 NEW HAMPSHIRE AVE	Vacant	vacant		Central
vacant	Hampshire Place	7519 NEW HAMPSHIRE AVE	Vacant	vacant		Central

TABLE A-4: RETAIL INVENTORY DATA (TAKOMA-LANGLEY)

Tenant	Shopping Center Name	Full Address	Category	National/Local	Minority-Served	Subarea
vacant	Hampshire Place	7515 NEW HAMPSHIRE AVE	Vacant	vacant		Central
Added Dimensions Inc	Hampshire Place	7527 NEW HAMPSHIRE AVE	NRS - construction	Local	undefined	Central
7-Eleven	Merrimac Square	9000 MERRIMAC DR	F&B - fast food	National	undefined	North
Campeon Pollo a la Brasa	Merrimac Square	902 MERRIMAC DR	F&B - fast food	Local	Latinx	North
Tijuana's Mexican Café	Merrimac Square	949 UNIVERSITY BLVD E	F&B - full-service restaurant	Local	Latinx	North
Angkor Supermarket	Merrimac Square	937 MERRIMAC DR	NG&S - grocery	Local	South Asian	North
Ritz Hair Salon	Merrimac Square	8025 Carroll Ave	NG&S - personal services	Local	undefined	North
7-Eleven	JBGR Retail - Takoma/Langley Crossroads Center	1301 UNIVERSITY BLVD E	F&B - fast food	National	undefined	East
T-Mobile	JBGR Retail - Takoma/Langley Crossroads Center	1305 UNIVERSITY BLVD E	GAFO - electronics	National	Latinx	East
Boost Mobile	JBGR Retail - Takoma/Langley Crossroads Center	1317 UNIVERSITY BLVD E	GAFO - electronics	National	Latinx	East
El Marinero Bar & Grill	JBGR Retail - Takoma/Langley Crossroads Center	1319 UNIVERSITY BLVD E	F&B - full-service restaurant	Local	Latinx	East
Western Union	JBGR Retail - Takoma/Langley Crossroads Center	1321 UNIVERSITY BLVD E	NRS - check-cashing	National	Latinx	East
vacant	JBGR Retail - Takoma/Langley Crossroads Center	1323 UNIVERSITY BLVD E	Vacant	vacant		East
G&G Pawnbrokers	JBGR Retail - Takoma/Langley Crossroads Center	1325 UNIVERSITY BLVD E	GAFO - music & other	National	Latinx	East

TABLE A-4: RETAIL INVENTORY DATA (TAKOMA-LANGLEY)

Tenant	Shopping Center Name	Full Address	Category	National/Local	Minority-Served	Subarea
Walgreens	JBGR Retail - Takoma/Langley Crossroads Center	1327 UNIVERSITY BLVD E	NG&S - drugstore/ household + personal goods	National	Latinx	East
M&G Tag & Title	JBGR Retail - Takoma/Langley Crossroads Center	1327B UNIVERSITY BLVD E	NRS - tag & title	National	Latinx	East
Western Union	JBGR Retail - Takoma/Langley Crossroads Center	1327A UNIVERSITY BLVD E	NRS - check-cashing	National	Latinx	East
Citibank	JBGR Retail - Takoma/Langley Crossroads Center	7633 NEW HAMPSHIRE AVE	NRS - bank	National	Latinx	East
McDoris Fashion & Fabric	JBGR Retail - Takoma/Langley Crossroads Center	7635 NEW HAMPSHIRE AVE	GAFO - apparel	Local	Black African	East
Mogotillo	JBGR Retail - Takoma/Langley Crossroads Center	7637 NEW HAMPSHIRE AVE	F&B - full-service restaurant	Local	Latinx	East
vacant	JBGR Retail - Takoma/Langley Crossroads Center	7639 NEW HAMPSHIRE AVE	Vacant	vacant		East
Town Beauty Supply	JBGR Retail - Takoma/Langley Crossroads Center	7641 NEW HAMPSHIRE AVE	NG&S - drugstore/ household + personal goods	Local	undefined	East
No.1 China	JBGR Retail - Takoma/Langley Crossroads Center	7643 NEW HAMPSHIRE AVE	F&B - fast food	Local	East Asian	East
Red Apple Farmers Market	JBGR Retail - Takoma/Langley Crossroads Center	7645 NEW HAMPSHIRE AVE	NG&S - grocery	Local	Multiple	East
Envy Nails	JBGR Retail - Takoma/Langley Crossroads Center	7651 NEW HAMPSHIRE AVE	NG&S - personal services	Local	Latinx	East

TABLE A-4: RETAIL INVENTORY DATA (TAKOMA-LANGLEY)

Tenant	Shopping Center Name	Full Address	Category	National/Local	Minority-Served	Subarea
vacant	JBGR Retail - Takoma/Langley Crossroads Center	7653 NEW HAMPSHIRE AVE	Vacant	vacant		East
Marked Salon & Barbershop	JBGR Retail - Takoma/Langley Crossroads Center	7655 NEW HAMPSHIRE AVE	NG&S - personal services	Local	undefined	East
Wingstop	JBGR Retail - Takoma/Langley Crossroads Center	7659 NEW HAMPSHIRE AVE	F&B - fast food	Local	undefined	East
Gold Design	JBGR Retail - Takoma/Langley Crossroads Center	7657 NEW HAMPSHIRE AVE	GAFO - accessories & footwear	Local	Latinx	East
Capital Stores II	JBGR Retail - Takoma/Langley Crossroads Center	7663 NEW HAMPSHIRE AVE	GAFO - apparel	Local	Latinx	East
Elegante by Ezel	JBGR Retail - Takoma/Langley Crossroads Center	7665 NEW HAMPSHIRE AVE	GAFO - apparel	Local	undefined	East
TJ Beer Wine & Liquor	JBGR Retail - Takoma/Langley Crossroads Center	7669 NEW HAMPSHIRE AVE	NG&S - liquor store	Local	undefined	East
Sigue Money Transfer/Banco Agricola	JBGR Retail - Takoma/Langley Crossroads Center	7671 NEW HAMPSHIRE AVE	NRS - check-cashing	National	Latinx	East
Dima Furniture	JBGR Retail - Takoma/Langley Crossroads Center	7681 NEW HAMPSHIRE AVE	GAFO - home goods	Local	Latinx	East
Discount Mart	JBGR Retail - Takoma/Langley Crossroads Center	1307 University Blvd. E	GAFO - apparel/home goods	Local	undefined	East
Discount Mart	JBGR Retail - Takoma/Langley Crossroads Center	7673 New Hampshire Ave	GAFO - apparel/home goods	Local	undefined	East

TABLE A-4: RETAIL INVENTORY DATA (TAKOMA-LANGLEY)

Tenant	Shopping Center Name	Full Address	Category	National/Local	Minority-Served	Subarea
Halal Meat & Grocery	Unilang Center	1335 UNIVERSITY BLVD E	NG&S - grocery	Local	Multiple	East
Taco Bell		1300 HOLTON LN	F&B - fast food	National	undefined	East
US Post Office		1325 HOLTON LN	NRS - shipping	National	undefined	East
Yasmin Insurance Agency		1331 HOLTON LN	NRS - insurance	Local	undefined	East
Emma Hair Salon & Barbershpo		1333 HOLTON LN	NG&S - personal services	Local	Latinx	East
Evita's		1335 HOLTON LN	GAFO - apparel	Local	Latinx	East
Kidz & Family Dental Center		1350 HOLTON LN	NRS - dental	Local	undefined	East
Beles Accounting		1356 HOLTON LN	NRS - accounting & tax	Local	Latinx	East
Becerra Insurance		1354 HOLTON LN	NRS - insurance	Local	undefined	East
Informax		1360 HOLTON LN	GAFO - electronics	Local	undefined	East
El Alazan Western Wear		1337 HOLTON LN	GAFO - apparel	Local	Latinx	East
New Hampshire Car Wash		7551 NEW HAMPSHIRE AVE	NRS - automotive	Local	Latinx	East
Tire Town		7553 NEW HAMPSHIRE AVE	NRS - automotive	Local	Latinx	East
Fiesta Laundromat		7603 NEW HAMPSHIRE AVE	NG&S - personal services	National	Latinx	East
JK Mart		7603 NEW HAMPSHIRE AVE	GAFO - home goods	National	undefined	East
Aldi		7609 NEW HAMPSHIRE AVE	NG&S - grocery	National	undefined	East
Word of Life Gospel		1359/61 HOLTON LN	NRS - church	Local	undefined	East

TABLE A-4: RETAIL INVENTORY DATA (TAKOMA-LANGLEY)

Tenant	Shopping Center Name	Full Address	Category	National/Local	Minority-Served	Subarea
Crown Insurance		1015 UNIVERSITY BLVD E #101	NRS - insurance	Local	undefined	North
Langley Medical Center for Children		1015 UNIVERSITY BLVD E	NRS - medical	Local	undefined	North
Double D Inc		1015 UNIVERSITY BLVD E	NRS - tax	Local	undefined	North
Abogados Cristobal Japp		1015 UNIVERSITY BLVD E	NRS - attorney	Local	Latinx	North
Pollo Campero		1355 UNIVERSITY BLVD E	F&B - fast food	National	undefined	East
InterNational Grocery & Meat Market		1355 HOLTON LN	NG&S - grocery	Local	South Asian	East
Megamart	Hampshire/ Langley Shopping Center	1101 University Blvd E	NG&S - grocery	Local	Latinx	Central
7 Brothers Cleaners	Hampshire/ Langley Shopping Center	1119 University Blvd E	NG&S - dry cleaner	Local	undefined	Central
Beauty Island	Hampshire/ Langley Shopping Center	1121 University Blvd E	NG&S - drugstore/ household + personal goods	National	Latinx	Central
Chuck E Cheese	Hampshire/ Langley Shopping Center	1127 UNIVERSITY BLVD E	F&B - full-service restaurant	National	undefined	Central
Silver Spring Jewelry	Hampshire/ Langley Shopping Center	1137 UNIVERSITY BLVD E	GAFO - accessories & footwear	Local	Latinx	Central
Little Caesars Pizza	Hampshire/ Langley Shopping Center	1137-A UNIVERSITY BLVD E	F&B - fast food	National	undefined	Central
T-Mobile	Hampshire/ Langley Shopping Center	1141 UNIVERSITY BLVD E	GAFO - electronics	National	undefined	Central
Pine Dentistry & Braces	Hampshire/ Langley Shopping Center	1147 UNIVERSITY BLVD E	NRS - dental	National	undefined	Central

TABLE A-4: RETAIL INVENTORY DATA (TAKOMA-LANGLEY)

Tenant	Shopping Center Name	Full Address	Category	National/Local	Minority-Served	Subarea
Family Shoes, Inc.	Hampshire/ Langley Shopping Center	1155 UNIVERSITY BLVD E	GAFO - accessories & footwear	Local	undefined	Central
Priti's Fashion & Jewelry	Hampshire/ Langley Shopping Center	1157 UNIVERSITY BLVD E	GAFO - apparel	Local	South Asian	Central
Sardi's Pollo A La Brasa - Langley Park	Hampshire/ Langley Shopping Center	1159 UNIVERSITY BLVD E	F&B - fast food	Local	Latinx	Central
Subway	Hampshire/ Langley Shopping Center	1161 UNIVERSITY BLVD E	F&B - fast food	National	undefined	Central
vacant	Hampshire/ Langley Shopping Center	1163 UNIVERSITY BLVD E	Vacant	vacant		Central
Ice Pole Jeans	Hampshire/ Langley Shopping Center	1165 UNIVERSITY BLVD E	GAFO - apparel	Local	undefined	Central
Pupuseria El Comalito	Hampshire/ Langley Shopping Center	1167 UNIVERSITY BLVD E	F&B - full- service restaurant	Local	Latinx	Central
unnamed laundromant	Hampshire/ Langley Shopping Center	1167 UNIVERSITY BLVD E	NG&S - laundry	Local	undefined	Central
Mattress Mike's	Hampshire/ Langley Shopping Center	1167-B UNIVERSITY BLVD E	GAFO - home goods	Local	Latinx	Central
Fraccida's Hair Salon	Hampshire/ Langley Shopping Center	1171 UNIVERSITY BLVD E	NG&S - personal services	Local	Latinx	Central
Fantasy Nails	Hampshire/ Langley Shopping Center	1177 UNIVERSITY BLVD E	NG&S - personal services	Local	undefined	Central
Rent-A-Center	Hampshire/ Langley Shopping Center	1173-A UNIVERSITY BLVD E	GAFO - item rentals	National	Latinx	Central
Patrick Shoe Repair & Beauty Supply	Hampshire/ Langley Shopping Center	1173-B UNIVERSITY BLVD E	NG&S - drugstore/ household + personal goods	Local	Black African	Central
Sarah Fabrics	Hampshire/ Langley Shopping Center	1173-C UNIVERSITY BLVD E	GAFO - music & other	Local	Black African	Central

TABLE A-4: RETAIL INVENTORY DATA (TAKOMA-LANGLEY)

Tenant	Shopping Center Name	Full Address	Category	National/Local	Minority-Served	Subarea
Wells Fargo Bank	Hampshire/ Langley Shopping Center	1175 UNIVERSITY BLVD E	NRS - bank	National	undefined	Central
CapitalOne	Hampshire/ Langley Shopping Center	1181 UNIVERSITY BLVD E	NRS - bank	National	undefined	Central
Caribbean Palace Restaurant		7680 NEW HAMPSHIRE AVE	F&B - fast food	Local	Caribbean	Central
Tony's Villa-Pizza		7682 NEW HAMPSHIRE AVE	F&B - fast food	Local	undefined	Central
Starbucks		7690 NEW HAMPSHIRE AVE	F&B - fast food	National	undefined	Central
ezStorage		1352 HOLTON LN	NRS - storage	National	undefined	East
Stein Legal LLC		1358 HOLTON LN	NRS - attorney	Local	undefined	East
Indian Sari Palace	Unilang Center	1337 UNIVERSITY BLVD E	GAFO - apparel	Local	South Asian	East
Star's Beauty Salon	Unilang Center	1339 UNIVERSITY BLVD E	NG&S - personal services	Local	Latinx	East
Red Chillies/Tiffin	Unilang Center	1341 UNIVERSITY BLVD E	F&B - full- service restaurant	Local	South Asian	East
Amertel Communications/ Check Cash	Unilang Center	1341 UNIVERSITY BLVD E	NG&S - electronics	Local	Latinx	East
CentroNia	Unilang Center	1345 UNIVERSITY BLVD E	NRS - child care	Local	Latinx	East
Falcon Mart	Merrimac Square	8316 Carroll Ave	NG&S - grocery	Local	undefined	North
Elite Properties		1009 University Blvd E	NRS - real estate	Local	Latinx	North
Energy & Figure Nutrition		1009 University Blvd E	NRS - health	Local	Latinx	North
Integrated Tax & Consultancy Services		1009 University Blvd E	NRS - tax	Local	undefined	North

TABLE A-4: RETAIL INVENTORY DATA (TAKOMA-LANGLEY)

Tenant	Shopping Center Name	Full Address	Category	National/Local	Minority-Served	Subarea
Capriccio's Hair Studio		1017 UNIVERSITY BLVD E #102	NG&S - personal services	Local	undefined	North
Gideon Church		1017 UNIVERSITY BLVD E	NRS - church	Local	undefined	North
People's Tax Service		1017 UNIVERSITY BLVD E	NRS - tax	Local	undefined	North
vacant		1019 UNIVERSITY BLVD E #7	Vacant	vacant		North
vacant		1019 UNIVERSITY BLVD E	Vacant	vacant		North
Insurance House		1353 HOLTON LN	NRS - insurance	Local	undefined	East

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
GameStop		11147 VEIRS MILL RD	GAFO - Music & Other	National	Undefined	The Core
Washington Music Center	THE GRANDVIEW	11151/11165 VEIRS MILL RD	GAFO - Music & Other	Local	Undefined	The Core
Vacant	THE GRANDVIEW	11208 GRANDVIEW AVE, A				The Core
El Dollar Plus	THE GRANDVIEW	11208 GRANDVIEW AVE	GAFO - Home Goods	Local	Latinx	The Core
Vacant	THE GRANDVIEW	11214 GRANDVIEW AVE, A				The Core
Vacant	THE GRANDVIEW	11200 GRANDVIEW AVE A				The Core
Vacant	THE GRANDVIEW	1137 VEIRS MILL RD, A				The Core
Mega Kitchen & Bath	THE GRANDVIEW	1137 VEIRS MILL RD	GAFO - Home Goods	Local	Undefined	The Core
Vacant	THE GRANDVIEW	11200 GRANDVIEW AVE B				The Core
Solar Nails	THE GRANDVIEW	11200 GRANDVIEW AVE	NG&S - Personal Services	Local	Undefined	The Core
ZP Tax	THE GRANDVIEW	11200 GRANDVIEW AVE	NRS - Accounting/CPA/Financial Services	Local	Undefined	The Core
Vacant	THE GRANDVIEW	11306 GRANDVIEW AVE				The Core
Fine Wine of Wheaton	THE EXCHANGE	11201 GEORGIA AVE	NG&S - Liquor	Local	Undefined	Price
Safeway	THE EXCHANGE	11201 GEORGIA AVE	NG&S - Grocery	National	Undefined	Price
Kenny's Sub Shop	WHEATON TRIANGLE-GEORGIA SIDE	11210 GEORGIA AVE	F&B - Fast Food Restaurant	Local	East Asian	The Core
Vacuum Cleaners	WHEATON TRIANGLE-GEORGIA SIDE	11212 GEORGIA AVE	GAFO - Drugstore/Household + Personal Goods	Local	Undefined	The Core

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
Bella You Salon	WHEATON TRIANGLE-GEORGIA SIDE	11214 GEORGIA AVE	NG&S - Personal Services	Local	Undefined	The Core
Mangos Market & Deli	WHEATON TRIANGLE-GEORGIA SIDE	11218/6 GEORGIA AVE	NG&S - Grocery	Local	Latinx	The Core
The Cancun Grill	WHEATON TRIANGLE-GEORGIA SIDE	11220 GEORGIA AVE	F&B - Full-Service Restaurant	Local	Latinx	The Core
Lindo Tailor	WHEATON TRIANGLE-GEORGIA SIDE	11224 GEORGIA AVE	NG&S - Personal Services	Local	Latinx	The Core
Metro Cleaners	WHEATON TRIANGLE-GEORGIA SIDE	11226 GEORGIA AVE	NG&S - Personal Services	Local	Undefined	The Core
Super Nails and Spa	WHEATON TRIANGLE-GEORGIA SIDE	11232 GEORGIA AVE	NG&S - Personal Services	Local	Black American	The Core
La Union	WHEATON TRIANGLE-GEORGIA SIDE	11238 GEORGIA AVE	F&B - Full-Service Restaurant	Local	Latinx	The Core
Dunkin Donuts		2405 REEDIE DR	F&B - Fast Food Restaurant	National	Undefined	The Core
Los Cobanos	WHEATON STATION PARK	11210 GRANDVIEW AVE	F&B - Full-Service Restaurant	Local	Latinx	The Core
Triangle Watch & Clock Repair	WHEATON STATION PARK	11212 GRANDVIEW AVE	NG&S - Home Goods	Local	Undefined	The Core
Manny and Olga's	WHEATON TRIANGLE-GEORGIA SIDE	11222 GEORGIA AVE	F&B - Full-Service Restaurant	Local	Latinx	The Core
Smoke Island	WHEATON TRIANGLE-GEORGIA SIDE	11230 GEORGIA AVE	GAFO - Drugstore/ Household + Personal Goods	Local	Undefined	The Core
Coco's Hair & Nails	TRIANGLE BUILDING - PLAZA SIDE	11214 TRIANGLE LN	NG&S - Personal Services	Local	Black American	The Core
Los Taxes	TRIANGLE BUILDING - PLAZA SIDE	11230 TRIANGLE LN	NRS - Accounting/ CPA/Financial Services	Local	Latinx	The Core
Moby Dick Sushi	TRIANGLE BUILDING - PLAZA SIDE	11220 TRIANGLE LN	F&B - Full-Service Restaurant	Local	East Asian	The Core

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
Filippino's Italian Specialties	TRIANGLE BUILDING - PLAZA SIDE	11222/4 TRIANGLE LN	F&B - Fast Food Restaurant	Local	Undefined	The Core
Perfume Depot	TRIANGLE BUILDING - PLAZA SIDE	11224 TRIANGLE LN	GAFO - Drugstore/ Household + Personal Goods	Local	Undefined	The Core
Wheaton Studio of Dance	TRIANGLE BUILDING - PLAZA SIDE	11216 TRIANGLE LN	NRS - Gym	Local	Undefined	The Core
Pan Lourdes	TRIANGLE BUILDING - PLAZA SIDE	11210 TRIANGLE LN	F&B - Bakery	Local	Latinx	The Core
Vacant	TRIANGLE BUILDING - PLAZA SIDE	11212 TRIANGLE LN				The Core
EMA Decoration	TRIANGLE BUILDING - PLAZA SIDE	11226 TRIANGLE LN	GAFO - Apparel	Local	Undefined	The Core
Computer Repair	TRIANGLE BUILDING - PLAZA SIDE	11232 TRIANGLE LN	GAFO - Electronics	Local	Undefined	The Core
Sonia's Hair	TRIANGLE BUILDING - PLAZA SIDE	11240 TRIANGLE LN	NG&S - Personal Services	Local	Undefined	The Core
Barbarian Comics	TRIANGLE BUILDING - PLAZA SIDE	11242 TRIANGLE LN	GAFO - Books	Local	Undefined	The Core
Vacant	TRIANGLE BUILDING - PLAZA SIDE	11244 TRIANGLE LN				The Core
Libreria Cristiana	TRIANGLE BUILDING - PLAZA SIDE	11246 TRIANGLE LN	GAFO - Books	Local	Undefined	The Core
Zodiac	TRIANGLE BUILDING - PLAZA SIDE	11248 TRIANGLE LN	GAFO - Electronics	Local	Latinx	The Core
Dollar Plus	TRIANGLE BUILDING - PLAZA SIDE	11250 TRIANGLE LN	NG&S - Liquor	Local	Undefined	The Core
JJ Multi-Service	TRIANGLE BUILDING - PLAZA SIDE	11252 TRIANGLE LN	NG&S - Personal Services	Local	Latinx	The Core
Marlyn's Hair Salon	TRIANGLE BUILDING - PLAZA SIDE	11254 TRIANGLE LN	NG&S - Personal Services	Local	Undefined	The Core

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
Adinnia's Braiding Salon	TRIANGLE BUILDING - PLAZA SIDE	11269 TRIANGLE LN	NG&S - Personal Services	Local	Undefined	The Core
Ria Money Transfer	TRIANGLE BUILDING - PLAZA SIDE	11238 TRIANGLE LN	NRS - Check Cashing/Money Services	Local	Latinx	The Core
E-Solutions/Bilingual Counseling Center	TRIANGLE BUILDING - PLAZA SIDE	11236 TRIANGLE LN	NRS - Personal Services	Local	Latinx	The Core
Choice Tax Multi-Service	WHEATON TRIANGLE-GEORGIA SIDE	11248 GEORGIA AVE	NRS - Accounting/CPA/Financial Services	Local	Latinx	The Core
Cadmus 2 Video & Newstand	WHEATON TRIANGLE-GEORGIA SIDE	11236 GEORGIA AVE	NG&S - Entertainment	Local	Undefined	The Core
Vacant	WHEATON TRIANGLE-GEORGIA SIDE	11240 GEORGIA AVE				The Core
Vacant	WHEATON TRIANGLE-GEORGIA SIDE	11242 GEORGIA AVE				The Core
Vacant	WHEATON TRIANGLE-GEORGIA SIDE	11244 GEORGIA AVE				The Core
Everpayer	WHEATON TRIANGLE-GEORGIA SIDE	11246 GEORGIA AVE	NRS - Check Cashing/Money Services	National	Undefined	The Core
Nail Perfection	WHEATON TRIANGLE-GEORGIA SIDE	11250 GEORGIA AVE	NG&S - Personal Services	Local	Undefined	The Core
Island Zest	WHEATON TRIANGLE-GEORGIA SIDE	11252 GEORGIA AVENUE	F&B - Full-Service Restaurant	Local	Caribbean	The Core
Free State Floor Supplies	WHEATON TRIANGLE-GEORGIA SIDE	11254 GEORGIA AVENUE	GAFO - Construction	Local	Undefined	The Core
Jose Furniture	WHEATON TRIANGLE-GEORGIA SIDE	11258 GEORGIA AVENUE	GAFO - Home Goods	Local	Latinx	The Core
La Antigua	WHEATON TRIANGLE-GEORGIA SIDE	11260 GEORGIA AVE	F&B - Full-Service Restaurant	Local	Latinx	The Core

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
Lovely Hair Braiding	WHEATON TRIANGLE-GEORGIA SIDE	11262 GEORGIA AVE	NG&S - Personal Services	Local	Black American, Black African	The Core
Chicago Bakery	WHEATON TRIANGLE-GEORGIA SIDE	11266 GEORGIA AVE	F&B - Fast Food Restaurant	Local	Undefined	The Core
Astick Driving School	WHEATON TRIANGLE-GEORGIA SIDE	11264 GEORGIA AVE	NRS - Driving School	Local	Undefined	The Core
Derrick and Darrens Barbershop		11261 TRIANGLE LN	NG&S - Personal Services	Local	Black American	The Core
Puff Puff Dragon		11263 TRIANGLE LN	NG&S - Personal Services	Local	Latinx	The Core
Unnamed Restaurant		11265/7 TRIANGLE LN	F&B - Full-Service Restaurant	Local	Undefined	The Core
Islands Restaurant		11300 FERN ST	F&B - Full-Service Restaurant	Local	Undefined	Price
Limerick Pub		11301 ELKIN ST	F&B - Full-Service Restaurant	Local	Undefined	Price
Nava Thai		11301 FERN ST	F&B - Full-Service Restaurant	Local	Southeast Asian	Price
Maria's Café		11305 ELKIN ST	F&B - Full-Service Restaurant	Local	Latinx	Price
Green Plate Catering		11307 ELKIN ST	F&B - Full-Service Restaurant	Local	Undefined	Price
Sherwood Associates		11315 FERN ST	NRS - Accounting/CPA/Financial Services	Local	Undefined	Price
Hung Phat Grocery Store		11315 FERN ST	NG&S - Grocery	Local	Southeast Asian	Price
Legends Sports Bar + Grill		11317 ELKIN ST	F&B - Full-Service Restaurant	Local	Undefined	Price
Vacant		11319 ELKIN ST				Price
Pupuseria La Familiar		11324 FERN ST	F&B - Full-Service Restaurant	Local	Latinx	Price

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
Wheaton Radiator		11326 ELKIN ST	NG&S - Automotive	Local	Undefined	Price
Vacant		11333 ELKIN ST				Price
Vacant		11336 ELKIN ST				Price
Elizabeth Fernandez Bookkeeping	SHOPS ON AMHERST	11411 AMHERST AVE	NRS - Accounting/CPA/Financial Services	Local	Latinx	Blueridge
Brother Chinese Food	SHOPS ON AMHERST	11401 AMHERST AVE	F&B - Full-Service Restaurant	Local	East Asian	Blueridge
Ren's Ramen	SHOPS ON AMHERST	11403 AMHERST AVE	F&B - Full-Service Restaurant	Local	East Asian	Blueridge
Ruan Thai Restaurant Inc	SHOPS ON AMHERST	11405/7 AMHERST AVE	F&B - Full-Service Restaurant	Local	Southeast Asian	Blueridge
Alex's Cleaners	SHOPS ON AMHERST	11409B AMHERST AVE	NG&S - Personal Services	Local	Undefined	Blueridge
Vacant	GEORGIA CROSSING NORTH	11410 GEORGIA AVE B				Wheaton Hills
Access Now Urgent Care	GEORGIA CROSSING NORTH	11410 GEORGIA AVE F	NRS - Medical Office/Urgent Care	National	Undefined	Wheaton Hills
Vacant	GEORGIA CROSSING NORTH	11410 GEORGIA AVE D				Wheaton Hills
Vacant	GEORGIA CROSSING NORTH	11410 GEORGIA AVE E				Wheaton Hills
Vacant	GEORGIA CROSSING NORTH	11410 GEORGIA AVE C				Wheaton Hills
Vacant	GEORGIA CROSSING NORTH	11410 GEORGIA AVE H				Wheaton Hills
Vacant	GEORGIA CROSSING NORTH	11410 GEORGIA AVE I				Wheaton Hills
Artistic Custom Framing & Gallery	GEORGIA CROSSING NORTH	11410 GEORGIA AVE J/K	GAFO - Home Goods	Local	Undefined	Wheaton Hills

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
Vacant	GEORGIA CROSSING NORTH	11410 GEORGIA AVE L				Wheaton Hills
Vacant	GEORGIA CROSSING NORTH	11410 GEORGIA AVE M				Wheaton Hills
Via Rio Hair Salon and Spa	GEORGIA CROSSING NORTH	11410 GEORGIA AVE N	NG&S - Personal Services	Local	Latinx	Wheaton Hills
Vacant	GEORGIA CROSSING NORTH	11410 GEORGIA AVE P				Wheaton Hills
Pawn Express	GEORGIA CROSSING NORTH	11412 GEORGIA AVE	GAFO - Home Goods	Local	Undefined	Wheaton Hills
Pollo Campero	GEORGIA CROSSING NORTH	11420 GEORGIA AVE	F&B - Fast Food Restaurant	National	Latinx	Wheaton Hills
El Sabor Latino Bakery	GEORGIA CROSSING NORTH	11413 GRANDVIEW AVE	F&B - Fast Food Restaurant	Local	Latinx	Wheaton Hills
Vacant	GEORGIA CROSSING NORTH	11406 C GEORGIA AVE				Wheaton Hills
Wheaton Tropical Market	GEORGIA CROSSING NORTH	11406 H GEORGIA AVE	NG&S - Grocery	Local	Latinx	Wheaton Hills
Accounting and Taxes	WHEATON SHOPPING CENTER	11441 GEORGIA AVE	NRS - Accounting/CPA/Financial Services	Local	Undefined	Blueridge
Montgomery County Liquor	WHEATON SHOPPING CENTER	11405 GEORGIA AVE	NG&S - Liquor	Local	Undefined	Blueridge
Mario's Discount Furniture	WHEATON SHOPPING CENTER	11403 GEORGIA AVE	GAFO - Home Goods	Local	Latinx	Blueridge
blank liquor store	WHEATON SHOPPING CENTER	11405 GEORGIA AVE	NG&S - Liquor	Local	Latinx	Blueridge
El Buen Gusto	WHEATON SHOPPING CENTER	11409 GEORGIA AVE	F&B - Full-Service Restaurant	Local	Latinx	Blueridge
Mattress Discounters	WHEATON SHOPPING CENTER	11411 GEORGIA AVE	GAFO - Home Goods	National	Undefined	Blueridge

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
Wheaton Delicatessen	WHEATON SHOPPING CENTER	11413 GEORGIA AVE	F&B - Fast Food Restaurant	Local	Undefined	Blueridge
La Salvadorenita Grocery	WHEATON SHOPPING CENTER	11417 GEORGIA AVE	NG&S - Grocery	Local	Latinx	Blueridge
Nut House Pizza	WHEATON SHOPPING CENTER	11419 GEORGIA AVE	F&B - Fast Food Restaurant	Local	Undefined	Blueridge
Jose's Grill	WHEATON SHOPPING CENTER	11423 GEORGIA AVE	F&B - Full-Service Restaurant	Local	Latinx	Blueridge
AT&T	WHEATON SHOPPING CENTER	11431 GEORGIA AVE	GAFO - Electronics	National	Undefined	Blueridge
Wheaton Eye Care	WHEATON SHOPPING CENTER	11433 GEORGIA AVE	NG&S - Medical Office/Urgent Care	Local	Undefined	Blueridge
Chicken Basket	WHEATON SHOPPING CENTER	11435 GEORGIA AVE	F&B - Full-Service Restaurant	Local	Undefined	Blueridge
Wheaton Valet Cleaners	WHEATON SHOPPING CENTER	11447 GEORGIA AVE	NG&S - Business Services	Local	Undefined	Blueridge
Hair Brazil 4 Extensions	WHEATON SHOPPING CENTER	11437 GEORGIA AVE	NG&S - Personal Services	Local	Latinx	Blueridge
Wheaton Barber Shop	WHEATON SHOPPING CENTER	11439 GEORGIA AVE	NG&S - Personal Services	Local	Undefined	Blueridge
Party Time Beer & Wine	WHEATON SHOPPING CENTER	11443 GEORGIA AVE	NG&S - Liquor	National	Undefined	Blueridge
AV Nails	WHEATON SHOPPING CENTER	11451 GEORGIA AVE	NG&S - Personal Services	Local	Undefined	Blueridge
Martha's Hair Salon	WHEATON SHOPPING CENTER	11455 GEORGIA AVE	NG&S - Personal Services	Local	Latinx	Blueridge
Seguros Vasquez Insurance	WHEATON SHOPPING CENTER	11453 GEORGIA AVE	NRS - Insurance	Local	Undefined	Blueridge
Regal Paint Center		2200 UNIVERSITY BLVD	GAFO - Home Goods	National	Undefined	Price

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
Pho Hiep Hoa	WHEATON MANOR SHOPPING CENTER	2211A UNIVERSITY BLVD	F&B - Full-Service Restaurant	Local	Southeast Asian	Price
Full Key	WHEATON MANOR SHOPPING CENTER	2227 UNIVERSITY BLVD	F&B - Full-Service Restaurant	Local	East Asian	Price
La Baguette De Paris French Bakery	WHEATON MANOR SHOPPING CENTER	2229/31 UNIVERSITY BLVD	F&B - Fast Food Restaurant	Local	Undefined	Price
Wheaton Winery	WHEATON MANOR SHOPPING CENTER	2211 UNIVERSITY BLVD	NG&S - Liquor	Local	Undefined	Price
Max's Kosher Café	WHEATON MANOR SHOPPING CENTER	2319 UNIVERSITY BLVD	F&B - Full-Service Restaurant	Local	Undefined	Blueridge
K&K Salon		2300 PRICE AVE	NG&S - Personal Services	Local	Undefined	Price
Erta Ale Market Beer & Wine	FERN STREET SHOPPING CENTER	2310 PRICE AVE	NG&S - Grocery	Local	Black African	Price
Erta Ale Ethiopian Restaurant Café/Market	FERN STREET SHOPPING CENTER	2316/2 PRICE AVE	F&B - Full-Service Restaurant	Local	Black African	Price
U Nail Salon	FERN STREET SHOPPING CENTER	2318 PRICE AVE	NG&S - Personal Services	Local	Undefined	Price
Vacant	WHEATON MANOR SHOPPING CENTER	2301 UNIVERSITY BLVD				Price
Laundry & Check Cash	WHEATON MANOR SHOPPING CENTER	2303 UNIVERSITY BLVD	NG&S - Personal Services	Local	Latinx	Price
Everypayer	WHEATON MANOR SHOPPING CENTER	2305 UNIVERSITY BLVD	NRS - Check Cashing/Money Services	National	Undefined	Price
Vacant	WHEATON MANOR SHOPPING CENTER	2307 UNIVERSITY BLVD				Price

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
Q'VIVA Restaurant		2322 UNIVERSITY BLVD	F&B - Full-Service Restaurant	Local	Latinx	Price
Vitorias Kitchen		2302/4 PRICE AVE	F&B - Full-Service Restaurant	Local	Undefined	Price
Master Dominican Salon		2306 PRICE AVE	NG&S - Personal Services	Local	Latinx	Price
Allstate		2308 PRICE AVE	NRS - Insurance	National	Undefined	Price
La Rumba Restaurant		2311 PRICE AVE	F&B - Full-Service Restaurant	Local	Latinx	Price
Elite Dental Center	METRO POINTE	2312 REEDIE DR	NG&S - Medical Office/Urgent Care	Local	Undefined	Price
Kiss n Ride Convenience	METRO POINTE	2398 REEDIE DR	NG&S - Grocery	Local	Undefined	Price
Chamber of Commerce		2401 BLUE RIDGE AVE	NRS - Business Services	Local	Undefined	Blueridge
Yulmi Sanchez Insurance		2416 BLUE RIDGE AVE	NRS - Insurance	Local	Latinx	Blueridge
Sonria Dental		2416 BLUE RIDGE AVE	NRS - Medical Office/Urgent Care	Local	Latinx	Blueridge
Click Printing		2410 BLUE RIDGE AVE	NG&S - Business Services	Local	Undefined	Blueridge
Krissia's Hair Salon		2412 BLUE RIDGE AVE	NG&S - Personal Services	Local	Latinx	Blueridge
Los Chorros Restaurant		2420 BLUE RIDGE AVE	F&B - Full-Service Restaurant	Local	Latinx	Blueridge
Mi Familia Mercado Latino		2400 ELKIN ST. #2	NG&S - Grocery	Local	Latinx	Price
Riva's Hair Style		2400 ELKIN ST. #3	NG&S - Personal Services	Local	Latinx	Price
La Caridad	WHEATON STATION PARK	2446 ENNALLS AVE	NRS - Accounting/CPA/Financial Services	Local	Latinx	The Core
Botanica Boricua	WHEATON STATION PARK	2440 ENNALLS AVE	GAFO - Home Goods	Local	Latinx	The Core
Caliente Restaurant + Bar	WHEATON STATION PARK	2442 ENNALLS AVE	F&B - Full-Service Restaurant	Local	Latinx	The Core

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
Panda Wok	WHEATON STATION PARK	2444 ENNALLS AVE	F&B - Full-Service Restaurant	Local	East Asian	The Core
Kantuta's	WHEATON STATION PARK	2460/2 ENNALLS AVE	F&B - Full-Service Restaurant	Local	Latinx	The Core
Progressive		11255 Grandview Ave.	NRS - Insurance	National	Undefined	The Core
Money Transfer		11253 Grandview Ave	NRS - Check Cashing/Money Services	National	Undefined	The Core
New Kam Fong Restaurant		2400 UNIVERSITY BLVD	F&B - Full-Service Restaurant	Local	East Asian	Price
BeClaws Cajun Seafood and Bar		2404 UNIVERSITY BLVD	F&B - Full-Service Restaurant	Local	Black American	Price
Vacant		2406 UNIVERSITY BLVD				Price
El Catrachito		2408 UNIVERSITY BLVD	F&B - Full-Service Restaurant	Local	Latinx	Price
Hondros Insurance Agency		2410 UNIVERSITY BLVD	NRS - Insurance	National	Latinx	Price
Brazilia Place		2418 UNIVERSITY BLVD	F&B - Full-Service Restaurant	Local	Latinx	Price
Autoserv		2401 UNIVERSITY BLVD	NG&S - Automotive	Local	Undefined	Blueridge
Vacant		2403 UNIVERSITY BLVD				Blueridge
Vacant		2405 UNIVERSITY BLVD				Blueridge
Mi La Cay		2407/9 UNIVERSITY BLVD	F&B - Full-Service Restaurant	Local	Latinx	Blueridge
N&N Maxim Fabrics		2411 UNIVERSITY BLVD	GAFO - Home Goods	Local	Undefined	Blueridge

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
Vacant		2413 UNIVERSITY BLVD				Blueridge
Wong Gee Asian Restaurant		2417 UNIVERSITY BLVD	F&B - Full-Service Restaurant	Local	East Asian	Blueridge
Anderson's Salon		2419 UNIVERSITY BLVD	NG&S - Personal Services	Local	Undefined	Blueridge
Tea Spa		2424 UNIVERSITY BLVD	NG&S - Personal Services	Local	Undefined	Price
hakuna matata		2405 PRICE AVE	F&B - Full-Service Restaurant	Local	Undefined	Price
Sol y Mar		2407 PRICE AVE	F&B - Full-Service Restaurant	Local	Latinx	Price
Gisele's		2407/9 PRICE AVE	F&B - Full-Service Restaurant	Local	Undefined	Price
Punta Cana		2423 HICKERSON DR	F&B - Full-Service Restaurant	Local	East Asian	Blueridge
EKA Tax + Financials	TRIANGLE BUILDING	2446 REEDIE DR	NRS - Accounting/CPA/Financial Services	Local	Undefined	The Core
Jewelry & Loan	TRIANGLE BUILDING	2446 REEDIE DR	GAFO - Accessories & Footwear	Local	Undefined	The Core
Rose Cleaners		11301 FGRANDVIEW AVE	NG&S - Personal Services	Local	Undefined	The Core
State Farm Insurance		2501 UNIVERSITY BLVD	NRS - Insurance	National	Undefined	Wheaton Hills
Methi Indian & Nepalese Cuisine		2509 UNIVERSITY BLVD	F&B - Full-Service Restaurant	Local	South Asian	Wheaton Hills
Vacant		2507 UNIVERSITY BLVD				Wheaton Hills
Vacant		2505 UNIVERSITY BLVD				Wheaton Hills

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
Vacant		2503 UNIVERSITY BLVD				Wheaton Hills
Vacant		2501 UNIVERSITY BLVD				Wheaton Hills
Vacant		2513 UNIVERSITY BLVD				Wheaton Hills
Seoul Food		2514 UNIVERSITY BLVD	F&B - Full-Service Restaurant	Local	East Asian	Wheaton Hills
Vacant		2515 UNIVERSITY BLVD				Wheaton Hills
El Pollo Rico Restaurant		2517 UNIVERSITY BLVD	F&B - Full-Service Restaurant	Local	Latinx	Wheaton Hills
L'Atelier Braiding		2519 UNIVERSITY BLVD	NG&S - Personal Services	Local	Black American, Black African	Wheaton Hills
Vacant		2521 UNIVERSITY BLVD				Wheaton Hills
Vacant		2523 UNIVERSITY BLVD				Wheaton Hills
Jackson Hewitt		11401 GRANDVIEW AVE	NRS - Accounting/CPA/Financial Services	National	Undefined	Wheaton Hills
IHOP		2526 UNIVERSITY BLVD	F&B - Full-Service Restaurant	National	Undefined	The Core
La Chiquita Express		2610 UNIVERSITY BLVD	NRS - Check Cashing/Money Services	Local	Latinx	The Core
Cricket		2600 UNIVERSITY BLVD	GAFO - Electronics	National	Undefined	The Core
Gourmet Inspirations		2646 UNIVERSITY BLVD	F&B - Full-Service Restaurant	Local	East Asian	The Core

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea	
Cam Ranh Bay		2646 UNIVERSITY BLVD	F&B - Full-Service Restaurant	Local	Southeast Asian	The Core	
El Patron bar & Grill	WHEATON STATION PARK	11216 GRANDVIEW AVE	F&B - Full-Service Restaurant	Local	Latinx	The Core	
Mauve Hair Studio	WHEATON STATION PARK	11222 GRANDVIEW AVE, #8	NG&S - Personal Services	Local	Undefined	The Core	
Rumba y Carbon	WHEATON STATION PARK	11222A GRANDVIEW AVE	NG&S - Entertainment	Local	Latinx	The Core	
Umberto's Restaurant	WHEATON STATION PARK	11230 GRANDVIEW AVE	F&B - Full-Service Restaurant	Local	Latinx	The Core	
Saigonese Restaurant	Vietnamese	WHEATON STATION PARK	11232 GRANDVIEW AVE	F&B - Full-Service Restaurant	Local	Southeast Asian	The Core
Miraval Tag & Multiservices	WHEATON STATION PARK	11222 GRANDVIEW AVE, #3	NRS - Attorney	Local	Latinx	The Core	
Beer + Wine	WHEATON STATION PARK	11300 Grandview	NG&S - Liquor	Local	Undefined	The Core	
Vacant		11300 GEORGIA AVE				The Core	
Caramelo Bakery		11301 GEORGIA AVE A	NG&S - Fast Food Restaurant	Local	Latinx	Price	
Washington Systems	Professional	WHEATON STATION PARK	11234/38 GRANDVIEW AVE	NRS - Business Services	Local	Undefined	The Core
Ethiopia Plus		11303 GEORGIA AVE	NG&S - Grocery	Local	Black African	Price	
Unplugged Restaurant & Sports Bar		11305 C GEORGIA AVE	F&B - Full-Service Restaurant	Local	Undefined	Price	
Amy of Denmark Wigs	WHEATON STATION PARK	11302 GRANDVIEW AVE	NG&S - Drugstore/ Household + Personal Goods	Local	Undefined	The Core	
Paul Kee Restaurant		11305B GEORGIA AVE	F&B - Full-Service Restaurant	Local	East Asian	Price	
Wheaton Laundromat		11323 GEORGIA AVE	NG&S - Personal Services	Local	Undefined	Price	

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
Perge Carpet & Floors		11325 GEORGIA AVE	GAFO - Home Goods	Local	Undefined	Price
Subway		11331 GEORGIA AVE	F&B - Fast Food Restaurant	Local	Undefined	Price
By Brazil Boutique		11333/5 GEORGIA AVE	GAFO - Apparel	Local	Undefined	Price
Helen's Nail Boutique		11337 GEORGIA AVE	NG&S - Personal Services	Local	Undefined	Price
Counter Culture		11339 GEORGIA AVE	NG&S - Construction	Local	Undefined	Price
Engocha		11406 GEORGIA AVE, A	NG&S - Grocery	Local	Black African	Wheaton Hills
Dice City		11406 GEORGIA AVE, B	GAFO - Entertainment	Local	Undefined	Wheaton Hills
Vacant		11406 GEORGIA AVE, C				Wheaton Hills
7-Eleven		11406 GEORGIA AVE, D	NG&S - Grocery	National	Undefined	Wheaton Hills
Wheaton Services Inc.	WHEATON STATION PARK	2535 ENNALLS AVE	NRS - Check Cashing/Money Services	Local	Latinx	The Core
Alto Driving School		11301 GEORGIA AVE B	NRS - Driving School	Local	Latinx	Price
Wendy Hair Salon		2415 ENNALLS AVE, A	NG&S - Personal Services	Local	Latinx	The Core
Siempre Bellas Hair Salon		2416 ENNALLS AVE, B	NG&S - Personal Services	Local	Latinx	The Core
CentroAmerica		2417 ENNALLS AVE, C	NG&S - Grocery	Local	Latinx	The Core
Checks Cashed	WHEATON STATION PARK	2504 ENNALLS AVE	NRS - Check Cashing/Money Services	National	Undefined	The Core
Vacant	WHEATON STATION PARK	2502 ENNALLS AVE				The Core
Intipugueno Restaurant	WHEATON STATION PARK	2504 ENNALLS AVE	F&B - Full-Service Restaurant	Local	Latinx	The Core
Latino Market	WHEATON STATION PARK	2505 ENNALLS AVE	NG&S - Grocery	Local	Latinx	The Core
HB Jewelry	WHEATON STATION PARK	2509 ENNALLS AVE	GAFO - Accessories & Footwear	Local	Undefined	The Core

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
Vacant	WHEATON STATION PARK	2511/13 ENNALLS AVE				The Core
El Esperanzo Restaurant	WHEATON STATION PARK	2515 ENNALLS AVE	F&B - Full-Service Restaurant	Local	Latinx	The Core
TJ Hair Salon	WHEATON STATION PARK	2517 ENNALLS AVE	NG&S - Personal Services	Local	Undefined	The Core
Internacional Mercado Latino	WHEATON STATION PARK	2519/21 ENNALLS AVE	NG&S - Grocery	Local	Latinx	The Core
Nancy's Hair Salon	WHEATON STATION PARK	2523 ENNALLS AVE	NG&S - Personal Services	Local	Undefined	The Core
Vann Hair Salon	WHEATON STATION PARK	2525 ENNALLS AVE	NG&S - Personal Services	Local	Undefined	The Core
Super Chicken	WHEATON STATION PARK	2529 ENNALLS AVE	F&B - Full-Service Restaurant	Local	Latinx	The Core
El Pollo Kiki Riki	WHEATON STATION PARK	2531 ENNALLS AVE	F&B - Full-Service Restaurant	Local	Latinx	The Core
Salon Pelo	WHEATON STATION PARK	2533 ENNALLS AVE	NG&S - Personal Services	Local	Latinx	The Core
LNT PRO Jewler	WHEATON STATION PARK	2537 ENNALLS AVE	NG&S - Accessories & Footwear	Local	Latinx	The Core
Sarita's Chicken	WHEATON STATION PARK	2545 ENNALLS AVE	F&B - Full-Service Restaurant	Local	Latinx	The Core
Vacant	WHEATON STATION PARK	2549 ENNALLS AVE				The Core
Elbe's Beer + Wine	WHEATON STATION PARK	2522 ENNALLS AVE	NG&S - Liquor	Local	Undefined	The Core
Sarita's Beauty Salon	WHEATON STATION PARK	2553 ENNALLS AVE	NG&S - Personal Services	Local	Latinx	The Core
Asi Es Mi Tierra	WHEATON STATION PARK	2559 ENNALLS AVE	F&B - Fast Food Restaurant	Local	Latinx	The Core
Vacant	WHEATON STATION PARK	2563 ENNALLS AVE				The Core
Little Caesar's	WHEATON STATION PARK	2567 ENNALLS AVE	F&B - Fast Food Restaurant	Local	Undefined	The Core
Jenny's Express Chinese	WHEATON STATION PARK	2571 ENNALLS AVE	F&B - Fast Food Restaurant	Local	East Asian	The Core

TABLE A-5: RETAIL INVENTORY DATA (WHEATON)

Tenant	Shopping Center Name	Full Address	Category Combined	National/Local	Minority Served	Subarea
Boost Mobile	WHEATON STATION PARK	2579 ENNALLS AVE	GAFO - Electronics	Local	Undefined	The Core
McCormick Paints		2525 UNIVERSITY BLVD	GAFO - Home Goods	National	Undefined	The Core
Zahida Parveen Agency		2647 University Blvd	NRS - Insurance	Local	Undefined	Wheaton Hills
Tattoo Paradise		2518 UNIVERSITY BLVD	NRS - Personal Services	Local	Undefined	The Core
Wheaton Body Shop		11308 FERN ST	NG&S - Automotive	Local	Undefined	Price
VW Automotive		11321 FERN ST	NG&S - Automotive	Local	Undefined	Price
Gladys Hair Fashion		11409A Amherst Ave	NG&S - Personal Services	Local	Latinx	Blueridge
Alex Cleaners/Hair Salon		11409B Amherst Ave	NG&S - Personal Services	Local	Latinx	Blueridge
Nick's Diner		11199 University Blvd	F&B - Full-Service Restaurant	Local	Undefined	Wheaton Hills
Dessie Restaurant and Market		2655 University Blvd	NG&S - Grocery	Local	Black African	Wheaton Hills
Salon Trikos		2651 University Blvd	NG&S - Personal Services	Local	Undefined	Wheaton Hills
Kids Travel Services/Milla Quality Mattress	WHEATON STATION PARK	2539 ENNALLS AVE	NRS - Travel	Local	Undefined	The Core
Speedy Laundromat		11215 Veirs Mill Ave	NG&S - Personal Services	Local	Undefined	Wheaton Hills

PREPARED BY

The logo for Access features a stylized ampersand (&) on the left, followed by the word "Access" in a bold, sans-serif font. The ampersand is composed of two interlocking shapes, one solid black and one white with a black outline.



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