Commercial Development Study: Poolesville, Maryland

Town of Poolesville

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1.0 Introduction

1.1 Purpose

This report addresses commercial development opportunities in the Town of Poolesville, Maryland. This work is an update of the commercial development study that we prepared in 2007. Here we review the data and the six recommendations from the earlier work (see 1.5, below), reconsidered in light of progress and changes in the subsequent years.

1.2 Location

The Town is located in the northwest part of Montgomery County near the Potomac River, 15 miles northwest of Rockville, the County seat, 9 miles west of Gaithersburg and 17 miles south of Frederick. It is situated in a rural, agricultural part of the County and in the middle of a market area that extends approximately a 15-minute drive from its center.

1.3 Research

In preparing this analysis we undertook the following research:

- Reviewed the Town Master Plan (December 5, 2011), the Town budget (Fiscal Year 2013) and other relevant documents.
- Obtained current demographic data on the Town and market area.
- Interviewed community and business leaders on issues and opportunities.
- Interviewed real estate brokers and developers familiar with the Town and the market area.

1.4 Recommendations: 2007

There have been important changes since the earlier work. At that time we recommended that the Town undertake the following actions:

1. Promote retail and business service opportunities.
Develop a program to attract specialty stores and restaurants and professional businesses (potential targets: appraising, auctioneering service, fundraising, interior decorating and design, sign painting/ lettering and translation service).

2. Create a marketing program and appropriate materials:
Direct a marketing effort to restaurant operators and brokers, and create a Poolesville "brand" that that would make Poolesville a getaway destination for a day trip from the Baltimore-Washington region.

3. Expand tourism and recreational travel marketing.

Use signage, special promotions or other efforts to reach out to tourist and recreational traffic.

4. Diversify opportunities for residents to stay in the community as life styles change.
Promote in-town living for singles and small families to live in apartments above stores and in granny flats.

5. Create business space.
Support renovation opportunities in older structures near the center of Town (e.g., the old Town Hall). Create an incubator for small businesses in vacant shopping centers.

6. Make physical improvements in the core area.
Create strong biking and pedestrian connections, with walkways, signage and pedestrian connections, and expand the use of Whalen Commons for community events.

(There was a seventh, which proposed alternative use of the shopping center in which Town Hall was then located, in the event that the construction of a new Town Hall did not proceed).

While Poolesville is the same place as it was in 2007, our recommendations in this updated report (Section 4) about the promotion of commercial development have changed to reflect current conditions and data.

1.5 Organization of This Report

The following sections of this report address different aspects of the issue of commercial development:

- **Section 2** presents information about population, traffic and tourism in the market area.
- **Section 3** describes market conditions and opportunities in the Town.
- **Section 4** presents recommendations on development opportunities.
- **The Appendix** provides detailed information on demographics and retail sales that the Town may use to package specific opportunities.
    - **Exhibit A-1: Demographics, 2011**
    - **Exhibit A-2: Retail Opportunity Gap, 2011**
    - **Exhibit A-3: Business Services, 2012**

2. Market Area Background and Demographics

2.1 Demographics and Economics

2.1.1 Overview: Market Area Background

We define a market area as a place in which people shop for goods and services. In the case of Poolesville, as in most places, the market area is different from the political jurisdiction. Many physical and cultural factors determine the shape of a market area: roads and travel times, terrain and other geographic features, political and institutional associations (e.g., school districts) and other features. Market area boundaries change over time and market areas often overlap. Since the distance that people will travel varies depending on their need, the extent of a market area varies by the specific product or service

Based on an analysis of travel and shopping patterns we concluded that the primary market area for commercial development in Poolesville extends out to a 15-minute drive from the corner of Fisher Avenue and Elgin Road, in the center of Poolesville. In this demographic analysis, we focus on this primary market area ("PMA") and relate it to the Town of Poolesville (Fig. 2-1). This is a larger area than the Town and includes rural areas to the north and south, and extends east to include a small section of Leesburg, Virginia. The 15-minute drive is approximately eight miles.

Fig. 2-1. Primary Market Area: 15-min Drive

Note that Poolesville is in the middle of a rural area in which residents are accustomed to driving some distance to shop, and the average drive time to work is 38 minutes (Exhibit A-1).

2.1.2 Demographics

The demographic information that follows provides a framework for evaluating shopping patterns and commercial development potentials. In addition to the summary information below,

Appendix Exh. A-1 provides the complete set of data. This information establishes the basis for estimates of development potential later in this analysis.

***Population* (Exhibit 2-1)**

The population in the PMA, 8,542 in 2000, is estimated to have increased to 9,070 in 2012. Over the next five years, this population is projected to grow by 2.9%, to 9,337. In contrast, the population in Montgomery County grew by 13% from 2000 to 2012 and is expected to grow by 4.2% over the next five years.

The Town of Poolesville is limited in its growth potential. The Poolesville Master Plan (Dec. 2011, p. 47) projects that the population will grow to 6,500 over the next 10 years. This seems highly unlikely in light of the trend from 2000.

Exhibit 2-1

Population Trends, 1990-2012
Poolesville, 15-minute Drive* and County

Population	Town of Poolesville *No.*	15-Minute Drive *No.*	Mont. Co. *No.*
2017 Projection	4,946	9,337	1,028,401
2012 Estimate	4,951	9,070	986,694
2000 Census	5,151	8,542	873,341
1990 Census	3,840	7,192	762,394
Growth 2012-2017	-0.10%	2.94%	4.23%
Growth 2000-2012	-3.88%	6.18%	12.98%
Growth 1990-2000	34.14%	18.77%	14.55%

Source: Claritas, Inc.; Thomas Point Associates, Inc.

* Drive time from int. of Elgin Rd. and Fisher Ave.

***Household and Per Capita Income* (Exhibit 2-2)**

The median household income in the Town was estimated to be $104,600 in 2012, while the comparable figure for Montgomery County was $90,060.

Exhibit 2-2

Household Income, 2012:
Town of Poolesville, 15-minute Drive and Mont. Co.

Description	Town of Poolesville		15 Minute Drive		Montgomery Co.	
	No.	***%***	***No.***	***%***	***No.***	***%***
Est. HHs by HH Income	1,706		3,151		363,031	
Income Less than $15,000	49	2.9	103	3.3	17,293	4.8
Income $15,000 - $24,999	34	2.0	94	3.0	14,613	4.0
Income $25,000 - $34,999	61	3.6	134	4.3	19,161	5.3
Income $35,000 - $49,999	120	7.0	192	6.1	35,824	9.9
Income $50,000 - $74,999	233	13.7	357	11.3	62,285	17.2
Income $75,000 - $99,999	307	18.0	467	14.8	53,875	14.8
Income $100,000 - $124,999	265	15.5	452	14.3	44,023	12.1
Income $125,000 - $149,999	201	11.8	374	11.9	30,827	8.5
Income $150,000 - $199,999	253	14.8	454	14.4	37,025	10.2
Income $200,000 - $499,999	155	9.1	428	13.6	39,061	10.8
Income $500,000 and more	28	1.6	95	3.0	9,044	2.5
Est. Average Household Inc.	$124,590		$139,182		$119,205	
Est. Median Household Inc.	$104,623		$112,642		$90,007	

Source: Claritas, Inc.; Thomas Point Associates, Inc.

The income data suggest an important fact about the market area. Approximately 52.8% of the households in the PMA had incomes greater than $100,000, up from 40.9% in the 2000 census. Median household income increased from $87,500 to $104,623.

The average household income in the area is projected to increase 4.75% over the next five years; the US projection is for a 2.8% increase.

The geographic distribution of income in the area is roughly the same now as reported in 2007. Figure 2-2 shows that the highest incomes are most heavily represented in the northwest portion of the PMA; this is also the fastest growing part of the area, and probably the weakest in terms of connection to commercial activity in Poolesville. However, this area is easily accessible to the center of Poolesville and travel time is not prohibitive.

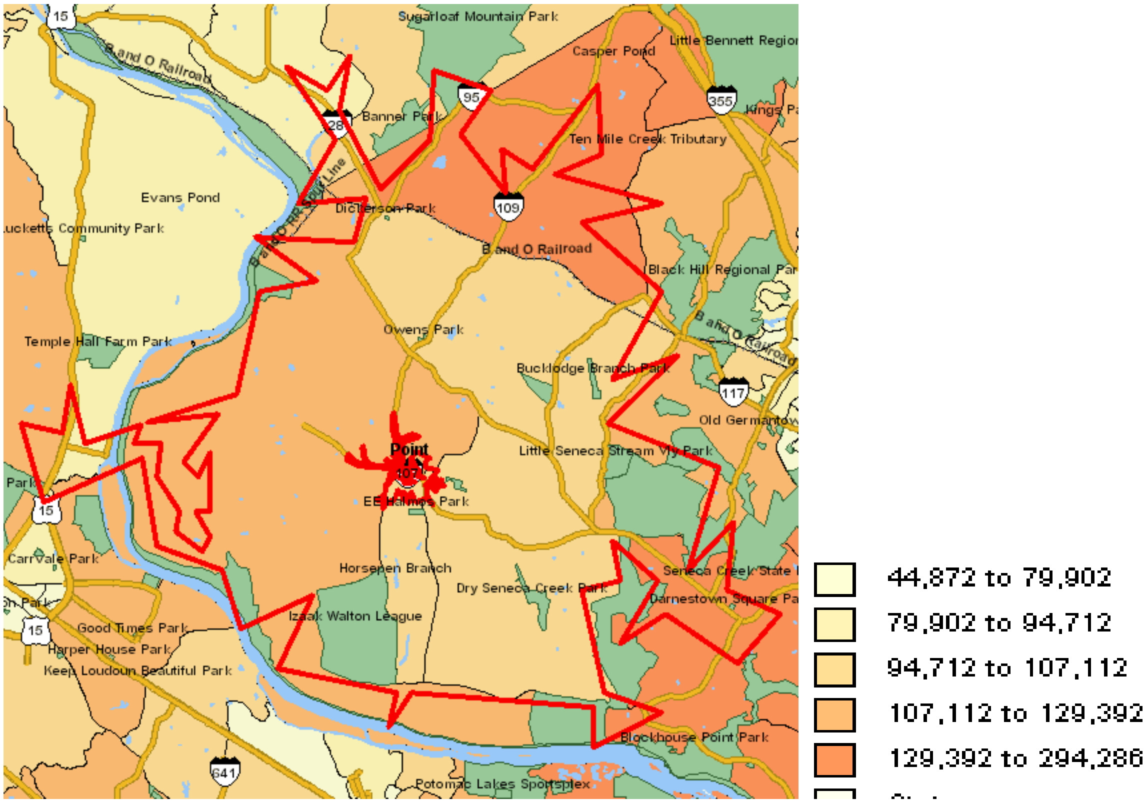

Figure 2-2. Income Distribution in Poolesville Area

Race and Ethnicity

There has been a notable shift in the race and ethnicity of the PMA population in recent years, yielding slightly greater diversity. Of the current estimated PMA population:

- 84.9% are white, 6.5% are black or African American and 4.1% is Asian.
- The estimated Hispanic/Latin population is 7.1% of the total; the US figure is 17.0%.

Education

The educational level of the population has changed significantly in just the brief period. In 2000, 18% of the population age 25 and over in the PMA had earned a Master's, Professional, or Doctorate Degree and 26.4% had earned a Bachelor's Degree. In 2012, the population with advanced degrees had increased to 24.7% and the group with bachelors degrees increased to 29.3%. By comparison, in the US population over age 25, 10.3% had earned an advanced degree, while 17.6% had earned a Bachelor's Degree.

Housing (Exhibit 2-3)

A majority of the dwellings in the PMA (70%) are owner-occupied and most are in single-family detached homes. The largest proportion (34.4%) was built in 1970's.

Exhibit 2-3

Value of Owner-Occupied Housing, 2012:
Town of Poolesville, 15-minute Drive and Montgomery Count

	Town of		15 Minute Drive		Montgomery Co.	
Description	***No.***	***%***	***No.***	***%***	***No.***	***%***
2012 Est. All Owner-Occupied Housing Values	1,572		2,870		252,540	
Value Less than $20,000	0	0.0	4	0.1	271	0.1
Value $20,000 - $39,999	0	0.0	4	0.1	700	0.3
Value $40,000 - $59,999	0	0.0	1	0.0	520	0.2
Value $60,000 - $79,999	1	0.1	8	0.3	546	0.2
Value $80,000 - $99,999	3	0.2	5	0.2	961	0.4
Value $100,000 - $149,999	2	0.1	20	0.7	6,050	2.4
Value $150,000 - $199,999	137	8.7	167	5.8	12,685	5.0
Value $200,000 - $299,999	228	14.5	356	12.4	45,841	18.2
Value $300,000 - $399,999	444	28.2	604	21.0	53,368	21.1
Value $400,000 - $499,999	204	13.0	337	11.7	35,537	14.1
Value $500,000 - $749,999	392	24.9	752	26.2	51,114	20.2
Value $750,000 - $999,999	86	5.5	341	11.9	25,908	10.3
Value $1,000,000 or more	75	4.8	270	9.4	19,039	7.5
2012 Est. Median All Owner-Occupied Housing Value	$393,468		$478,824		$414,993	

Source: Claritas, Inc.; Thomas Point Associates, Inc.

Housing in the PMA continues to be pricier than in the County. The median value of housing was estimated at $478,824, 15.4% higher than the County figure ($414,993). The value gap has increased. In 2000 the median value of housing in the PMA was $239,600, 12.9% higher than the County figure ($212,200).

Employment

For the PMA, of the population employed and age 16 and over, the occupational classifications are as follows:

- 11.0% are blue collar workers, 77.2% are white collar (an increase from 73.6% in 2000), and 11.7% are service and farm workers.

In summary the primary market area population is growing faster than the County population. The PMA, more homogeneous in ethnic distribution, is slowly becoming more diverse. Household income is higher and increasing at a faster rate in the PMA than in the County and in the US as a whole.

2.2 Traffic

Traffic flow patterns and trends are important in evaluating commercial development potentials. Overall traffic volumes have declined in and around Poolesville in recent years. Here we look at average daily traffic over the period 1996-2011 using State DOT data. Exhibit 2-4 describes the traffic in and around Poolesville (Figure 2-3 shows traffic count locations).

Exhibit 2-4

Traffic Counts, Poolesville Market Area

	Average Annual Daily Traffic					
Location	**1995**	**2000**	**2005**	**2011**	**Change 1995-2005**	**Change 2005-2011**
White's Ferry Road (Rte 107)						
West of Darnestown Rd.	5,625	5,650	6,675	5,880	18.7%	-11.9%
Beallsville Road (Route 109)						
North of Fisher Ave	3,175	4,625	3,350	3,201	5.5%	-4.4%
South of Darnestown Rd.	2,850	3,325	3,250	3,091	14.0%	-4.9%
North of Darnestown Rd.	1,775	2,125	1,750	1,481	-1.4%	-15.4%
Darnestown Road (Route 28)						
West of Seneca Road	11,025	13,375	14,425	13,562	30.8%	-6.0%
East of White's Ferry Road	10,475	11,075	11,325	11,392	8.1%	0.6%
Near Bucklodge Road	4,675	4,875	5,325	5,702	13.9%	7.1%
West of Beallsville Road	5,250	5,375	5,525	4,992	5.2%	-9.6%
Seneca Road						
East of River Road	1,850	1,500	1,875	1,740	1.4%	-7.2%
River Road						
South of Seneca Road	4,475	3,825	3,550	3,554	-20.7%	0.1%

Source: Maryland Dept. of Transportation; Thomas Point Associates, Inc.

The principal conclusions that one can draw on traffic patterns are the following:

- Poolesville itself still has very low traffic volume (under 7,500 vehicles per day) on both of the two major roads, White’s Ferry (Fisher Avenue) and Bealesville Road (Elgin Avenue), and volumes on these thoroughfares have been decreasing since 2005. This may reflect commercial growth on Route 28 east of Poolesville.
- The Darnestown Road (Route 28) corridor is the most heavily traveled road in the study area, and the heaviest traffic is in the southeast sector, around Darnestown. This corridor becomes more rural as one travels northwest from Germantown.

- Traffic falls off significantly as one travels northwest on Route 28. The City of Frederick 18 miles north of Poolesville is a far weaker draw than Germantown for traffic coming through this area.
- In general there has been decreasing traffic throughout the PMA since 2005 except on two segments of Route 28 and on River Road southwest of Poolesville where there is little land suitable and no infrastructure to support development.
- Germantown to the east and Gaithersburg to the northeast are the major centers, just outside the area shown in Figure 2-3. The I-270 corridor (not shown) is one of the most heavily traveled roads in the state, with 172,000 vehicles daily at a Germantown interchange in 2005.

Figure 2-2 shows locations of estimated traffic, for the places summarized in Exhibit 2-4.

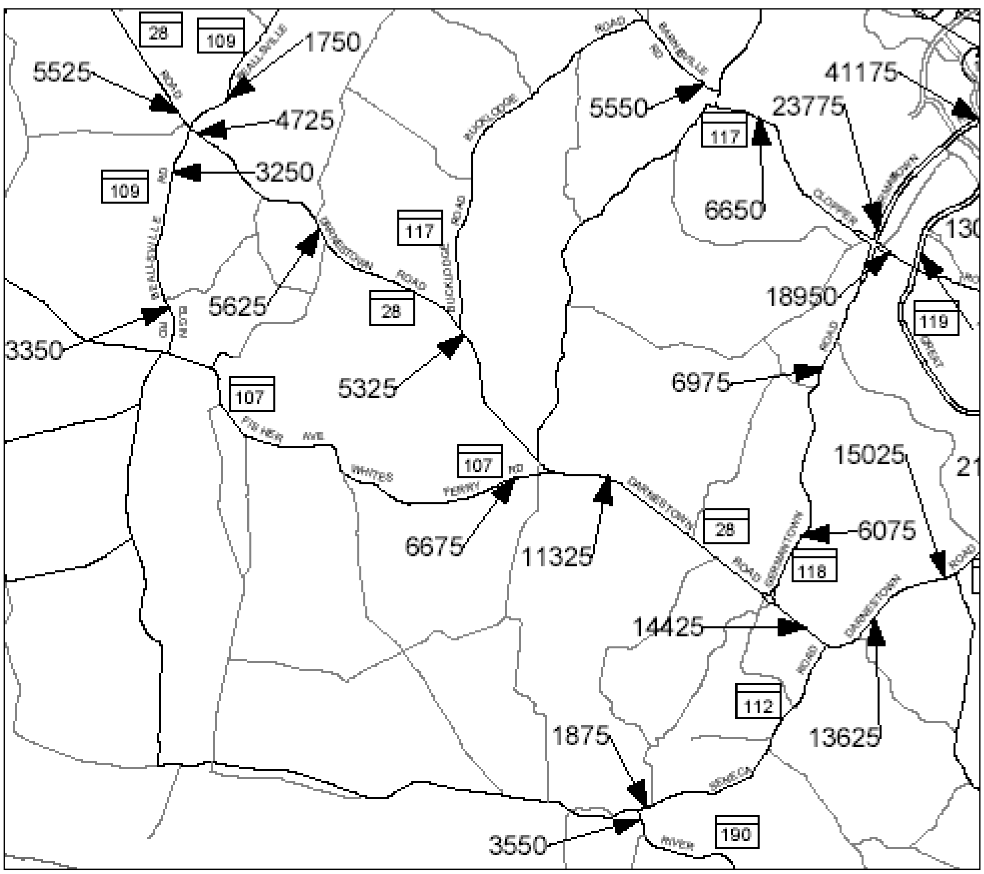

Figure 2-3
Traffic Count Locations:
Figures on map are 2005 counts.

One other important piece of the transportation system in the area is the privately-owned ferry that crosses the Potomac River at White's Ferry, just three miles east of the intersection of Elgin and Fisher Avenues. This is the last of the ferries on the River. It runs continuously, year-round, from 5 a.m. to 11 p.m.; cost is $5 one-way or $8 round-trip, up 30% from 2007. According to the Washington Post it handled about 600 cars per day in 2007. Since then usage has been "pretty stable," according to the operators. In addition to commuters the ferry attracts tourists who may be visiting rural attractions in Maryland and Virginia.

2.3 Tourism

While Poolesville is not a major tourism destination it has a significant range of important features and attractions that are essentially unchanged from the earlier analysis:

- A variety of historic sites open to the public includes the John Poole House (1793), the Old Town Hall (1908), the Warren Historic Site and the Seneca School House. The Monocacy Chapel (1747) and Confederate Cemetery are in Bealesville just north of Poolesville. There are also 5 historic African-American churches that reflect the substantial black population in the area after the Civil War.
- Back in 2008 the Historic Medley District estimated annual visitation at the Poole House at 1,500, a figure that had been steady in recent years. It reported that most visitors are couples and small groups including seniors from retirement homes, and that some visitors "will go out to eat at Bassetts afterwards." Now the District seems to be recovering from an internal conflict that lasted several years. There is new energy, a stronger action focus and $50,000 grant to fund signage and pedestrian improvements.
- Access to the Potomac River and fishing and boating opportunities is excellent from several locations. Dickerson Conservation Park occupies a large stretch of the River in the northwest of the Town. Seneca Creek State Park, to the south, is an historic district and the site of several locks, a dam and an aqueduct. The full length of the River is part of the C&O Canal National Park, which stretches 184.5 miles from Georgetown, Washington, D.C. to Cumberland, Maryland. Whites Ferry is the last ferry service still operating on the Potomac. Nearby is White's Ford where J.E.B. Stuart's cavalry crossed the River during the Civil War.
- Sugarloaf Mountain Park and Stronghold is a national landmark that traditionally attracts approximately 250,000 visitors yearly. The site, located about ten miles north of Poolesville, served as a lookout point during the Civil War.
- The equestrian culture and heritage are evident in large farms and riding trails in and around the Town. The Woodstock Equestrian Park is located just three miles north of Poolesville. The Arabian Horse Museum is in Bealesville, a few miles north on Route 109. The scenic highways and rolling terrain also attract cyclists from all over the region.

There have also been several new initiatives in tourism:

- Since our earlier work the Town added a staff "events coordinator." This individual manages the Farmers Market, summer concerts and movies, Poolesville Days and other community events. While the marketing effort seems to be focused within the Town, the community impact is significant.

- The Heritage Tourism Alliance of Montgomery County is actively promoting historic attractions including those in and around Poolesville. This is a new force that could have a big impact. It promotes a 50.5 mile, 4-hour tour that centers around the Town of Poolesville and the Agricultural Preserve. The tour features historic attractions and recommends several businesses (Bassett's Family Restaurant "well known for its home cooking"… Hearthside Antiques/Hearthside Home and Garden Center (#16). "The store has attracted regional attention for its interesting collection.")
- The Poolesville Area Chamber of Commerce has produced an excellent map/brochure, "Historic Poolesville and the Surrounding Area." It highlights historic attractions and includes a map of Poolesville's "downtown business district" with business addresses and phone numbers.

With its outstanding historic attractions and tourism assets, and a marketing effort that is in early stages of development, this sector holds promise to have a much greater impact on the Town's economy.

2.4 Conclusions

The Poolesville market area has a population estimated at 9,070 in 2012. Over the next five years, it is projected to grow by 2.9%, to 9,337, slightly slower than the population in Montgomery County; in contrast, the Town population has declined by nearly 4% since 2000. The population has become more diverse, with greater proportions of Asian and Hispanic minorities.

This is a generally affluent population, with higher median household income and median housing value than the County as a whole, and a very high proportion of the employed population in white collar jobs.

The traffic changes seem to parallel the reduced population in the Town. Poolesville itself has very low traffic volumes on both of the two major roads, Elgin Avenue and Fisher Avenue. In recent years volumes on these thoroughfares have been decreasing.

The Town is not a major tourism destination yet it has a significant range of important historic and recreational attractions. There have been recent initiatives on the part of the Town and organizations to promote attractions that hold promise of a significant economic impact.

Poolesville is no longer the center of the market area. The center is on Route28, and it draws PMA residents to commercial locations on that road.

3. Market Analysis

3.1 Existing Conditions

There have been several important changes in the commercial market picture in Poolesville since 2007.

The principal retail concentrations are the same as in 2007:

- The historic center of Poolesville, around the intersection of Elgin and Fisher Avenues: this core area includes one operating gas station (a second is under reconstruction), an auto repair shop, restaurant, health club, hardware store, bike shop, garden/antique shop, frame shop and office complex; the locksmith relocated.
- Poolesville Village Center: the Center includes a pizza restaurant, sub shop, ballet and karate studios, liquor/lotto store, medical office and Mexican restaurant.
- Poolesville Plaza: tenants include a bank, restaurant, beauty salon, and child care center; the martial arts studio closed.
- Shopping Center: this complex includes the County library, veterinary clinic and carry-out restaurant; the pizza delivery shop closed.

There are also various businesses on both sides of the street along Fisher Avenue between these shopping centers: fast food (McDonalds), engine repair, restaurant. The Post Office is an important traffic generator in the middle of the area.

The total amount of retail space is approximately 140,000 square feet. There was a total of 13,500 square feet vacant in March, 2007 (a vacancy rate of 9.7%); in summer 2012 there was 36,400 sf vacant (26%). The high vacancy rate reflected the closure of the Selby's Supermarket in Poolesville Plaza and the relocation of Town offices to the new Town Hall.

Rents (asked) range from $12/SF for the former supermarket space at Poolesville Plaza (25,500 SF) to $27/SF for two spaces at Poolesville Village Center (1,320 SF each); figures are "triple net."

The best retail centers in the area just outside the market area continue to capture most of the purchases of Poolesville residents. The Shops at Potomac Valley located at Quince Orchard Road and Route 28 include a much broader range of retail stores and services. The location is approximately a 16-minute drive from the center of Poolesville, and much closer to residents of the western part of the market area. The Harris Teeter supermarket is a 12-minute drive.

As we noted in the earlier work:

> "A market area of this size (a population of 9,800 within the 15-minute drive) would typically support a small neighborhood center (Exhibit 3-1). Although there are retail opportunities in the market area (discussed below) one could say that there is as much as 80,000-100,000 square feet of retail space more than one would expect to find in a market area of this size."

Exhibit 3-1

Shopping Centers and Associated Trade Areas

	Type of Center			
Requirement	**Neighborhood**	**Community**	**Regional**	**Super Regional**
Standard Size (SF)	50,000*	150,000	400,000	800,000+
Minimum Population	3,000-40,000	40,000-150,000	150,000+	300,000+
Radius (miles)	1.5	3.5	8	12
Drive Time (minutes)	5-10	10-20	20	30

Source: Urban Land Institute; Thomas Point Associates, Inc.

*Actual sizes range from 30,000 to 100,000 SF.

3.2 Retail Sales and Potentials

Retailers use detailed information on actual and potential sales to evaluate locations and identify opportunities. Exhibit 3-2 identifies the principal sectors in the primary market area ("PMA") in which actual sales are less than potential sales, thus suggesting that an opportunity may exist for additional activity in the market area. This is based on the most recent available data and does not take into account the closing of the supermarket. There is a full set of data on sales for the entire range of retail categories in Appendix Exhibit A-2.

The largest "gaps" suggest the retail categories with the strongest potential. From this "short list," we would suggest the following opportunities:

- Food service and drinking places: this represents the strongest potential opportunity. The gap in Poolesville itself ($6.2 million) is significant, and is more than double in the PMA ($13.2 million). Even the smaller figure is sufficient to support two or three restaurants of good quality. These figures do not take into account the potential inflow of expenditures from outside the PMA; this additional source could account for 20-40% of total sales, depending on the type and quality of restaurant.

- Food and beverage stores: this category also represents a strong opportunity. With the closure of Selby's, the $10.9 million in sales (Exh. 3-2) is "up for grabs." Most of this will be outflow that has gone to Harris Teeter and Safeway; there are also increased food sales at Costco, Wal-Mart and other large stores. However, there is a significant portion of the "lost" local market that would probably prefer to continue to buy a good portion of their groceries in Poolesville. This would most likely apply to special food categories in which smaller stores can compete with larger ones: fresh meats and fish, produce, bakery, prepared foods and convenience items. A store smaller than Selby's could be successful in Poolesville under effective management.

- Gasoline stations, including gas stations with convenience store: with one of the two gas stations in the Town closed, the data suggest that there is demand for a gas station/convenience store. The complete lack of grocery in the Town would indicate demand for a store with a good assortment of fresh foods rather than the typical 500 square foot lotto/tobacco/milk gas station store.

Exhibit 3-2

Retail Opportunity Gap*, 2011:
Town of Poolesville and 15-minute Drive

	Town of Poolesville			***15-minute Drive***		
Retail Stores	Expenditures	Sales	Gap/Surplus	Expenditures	Sales	Gap/Surplus
Total Retail Sales Incl Eating and Drink	96,640,533	28,054,125	68,586,408	183,141,937	62,336,167	120,805,770
Food and Beverage Stores-445	10,919,995	10,975,409	(55,414)	20,307,550	16,200,936	4,106,614
Grocery Stores-4451	9,888,864	10,975,409	(1,086,545)	18,377,508	16,112,815	2,264,693
Supermarkets, Grocery (Ex Cor	9,417,901	10,975,409	(1,557,508)	17,511,901	15,893,205	1,618,696
Convenience Stores-44512	470,963	0	470,963	865,608	219,610	645,998
Specialty Food Stores-4452	308,574	0	308,574	571,700	28,502	543,198
Beer, Wine and Liquor Stores-445	722,557	0	722,557	1,358,341	59,619	1,298,722
Health and Personal Care Stores-446	5,071,527	4,633,096	438,431	9,719,392	5,177,352	4,542,040
Pharmancies and Drug Stores-44(	4,351,871	4,275,627	76,244	8,343,579	4,804,951	3,538,628
Cosmetics, Beauty Supplies, Perfu	181,391	0	181,391	349,132	0	349,132
Optical Goods Stores-44613	216,199	254,884	(38,685)	409,741	257,790	151,951
Other Health and Personal Care S	322,066	102,585	219,481	616,940	114,611	502,329
Gasoline Stations-447	8,129,636	923,299	7,206,337	15,182,628	12,281,183	2,901,445
Gasoline Stations With Conv Store	6,006,764	0	6,006,764	11,189,512	11,352,628	(163,116)
Other Gasoline Stations-44719	2,122,872	923,299	1,199,573	3,993,116	928,555	3,064,561
Miscellaneous Store Retailers-453	2,474,826	291,337	2,183,489	4,699,493	655,902	4,043,591
Florists-4531	206,454	74,991	131,463	393,952	75,418	318,534
Office Supplies, Stationery, Gift St	1,061,570	101,346	960,224	2,019,194	213,677	1,805,517
Office Supplies and Stationery S	610,273	0	610,273	1,161,746	0	1,161,746
Gift, Novelty and Souvenir Store	451,297	101,346	349,951	857,448	213,677	643,771
Used Merchandise Stores-4533	237,943	55,322	182,621	454,802	119,074	335,728
Other Miscellaneous Store Retaile	968,859	59,678	909,181	1,831,544	247,734	1,583,810
Foodservice and Drinking Places-722	9,881,413	3,644,370	6,237,043	18,449,095	5,289,385	13,159,710
Full-Service Restaurants-7221	4,497,134	3,051,867	1,445,267	8,405,265	3,584,371	4,820,894
Limited-Service Eating Places-722	4,141,838	460,841	3,680,997	7,721,722	1,440,319	6,281,403
Special Foodservices-7223	814,947	131,662	683,285	1,521,131	264,695	1,256,436
Drinking Places -Alcoholic Bevera	427,494	0	427,494	800,977	0	800,977

Source: Nielsen-Claritas, Inc.; Thomas Point Associates, Inc.
*Difference betw.demand and supply is the opportunity gap or surplus available for each retail outlet in the specified area. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. E.g., a positive value signifies an opportunity gap, while a negative value signifies a surplus.
** Drive time from Fisher Ave. and Elgin Rd. intersection.

These figures on potential sales may be used to interest brokers, retailers and developers. However, the figures are just one reference point and the actual opportunities are more complicated.

3.3 Other Commercial Sectors

According to the 2006 business census estimates there were some 85 service businesses located within the 15-minute drive radius from the center of Poolesville. These businesses employed 648 workers and had total sales of $49 million. The 2011 data (Exh. 3-3) indicate that the number of businesses increased to 99, but total employment in those businesses decreased to 521 and total sales declined to $40.7 million. It is not clear whether this is the tail of the 2008 recession or an indication of a long-term economic change, but the figures raise concerns.

Exhibit 3-3

Poolesville Area Business Services, 2011

		5-minute Drive			10-minute Drive			15-minute Drive		
SIC Code	Bus. Descr.	Total Ests.	Total Emps.	Sales million dollars	Total Ests.	Total Emps.	Sales million dollars	Total Ests.	Total Emps.	Sales million dollars
70	Hotels and Other Lodging	1	11	.5	1	11	.5	3	52	1.5
72	Personal Services	6	12	.6	8	14	.8	15	29	1.5
73	Business Services	9	60	6.3	12	67	7.6	26	111	14.4
75	Automobile Repair Svces.	5	13	.8	8	21	1.3	9	34	1.8
76	Misc. Repair Svces.	17	40	4.7	18	42	5.0	19	44	5.3
78	Motion Pictures	1	1	.2	2	3	.7	4	9	1.3
79	Amusement/Rec. Svces.	10	111	6.9	13	119	7.4	23	242	14.9
	Total	49	248	20.0	62.0	277.0	23.3 #	99.0	521.0	40.7

Source: Claritas, Inc.

In the PMA just 4 types of service businesses accounted for 84% of all the businesses, and 89% of total sales:

- Personal services.
- Business services.
- Repair services.
- Amusement/recreation services.

Exhibit A-3 in the Appendix provides data on the full list of service businesses.

Exhibit 3-4, below, identifies those services that are not present in the area but typically are represented in populations of this size. There are 18 business services that have no representation in the 15-minute drive area. The services that are most conspicuously lacking are in graphic design, copying, employment services, coin-operated laundry and car washing. It appears that the nearest businesses that provide these services are just outside the primary market area.

Exhibit 3-4

Service Businesses Not Represented in Market Area, 2011

Code	Business Description
7215	Coin-Operated Laundry and Cleaning
725	Shoe Repair and Shoeshine
7291	Tax Return Preparation and Filing
732	Credit Reporting and Collect
7334	Photocopy and Duplicating Services
7342	Disinfect and Pest Control Services
7363	Temporary Employment Service
7382	Security Systems Services
7384	Photofinishing Laboratories
7389N	Telephone Answering Services
7514	Passenger Car Rental
7542	Carwashes
7622	Radio and TV Repair Shops
763	Watch, Clock, and Jewelry Repair

Source: Claritas, Inc.; Thomas Point Associates, Inc.

The biggest changes in the small business picture from 2006 were:

- Three new categories of business are represented in the most recent figures:
    - Photographic and portrait studios (2 new businesses).
    - Mail, clerical, graphic design services (2 new businesses).
    - Security systems services (1 new business).
- Growth in employment in the lodging industry, from 36 to 52.
- Decline in business service employment, from 163 to 111, a change mostly in building maintenance services.
- Increased employment in auto repair (from 5 to 18 employees).

The standard industrial code 738, "Miscellaneous Business Services" takes in a large range of approximately 120 business types, from "agents and brokers for non-performing artists" to "yacht brokers." Some of the more interesting and potentially suitable for a location are: appraiser, auctioneering service, fundraising, interior decorating and design, sign painting and lettering, translation service. The 738 category includes telemarketing and telephone solicitation but it seems unlikely that businesses that need an ample lower-cost competitive labor supply like telemarketers and telephone solicitors would seek a location like Poolesville.

One business that is underrepresented is lodging in the bed and breakfast mode. There is just one small operation of this type in Poolesville. If the Town is to break into an overnight getaway niche for weekend visitors from the region there should be 10-20 B&B rooms to support additional visitation. These rooms will generate additional restaurant and retail sales.

We had previously estimated annual population growth at 1.7% and projected a population-driven demand of approximately 2,000 additional square feet per year. The declining population changes the outcome to indicate lesser demand for service space.

We still believe that the best prospects for business services are already in Poolesville, in a sense. These are:

- Individuals now working from home who need room to expand but want to continue to work in town.
- Workers retiring early from corporate or public careers who seek to transition into a new business in a less pressured environment. There are many talented people in the community who are candidates for this kind of second career.
- Entrepreneurs, including early retirees, who see opportunities for food, lodging and other service businesses in the community and can work through a year or two of start-up costs.

3.4 Conclusions

The retail picture is substantially unchanged except that the vacancy rate which was 9% in 2006 is now 26%. In our view there is still a lot more retail space than one would expect to find in a market of this size.

Retail sales figures indicate that there is unmet demand in several categories:

- Food service and drinking places.
- Food and beverage stores.
- Gasoline station with convenience store.

In the business service sector the number of businesses increased to 99 (from 85), but total employment in those businesses decreased to 521 (from 648) and total sales declined to $40.7 million (from $49 million). The 17.4% decline in sales in 2006 vs. 2011 could be due to the adverse business climate, the population decline or a real change in business conditions.

We believe that the figures represent a "blip" rather than a long-term change, but there is a gap that greatly affects current business decision-making. Business services that offer the best prospects include professional services like appraising, auctioneering service, fundraising, interior decorating and design, sign painting and lettering and translation service. B&B lodging is underrepresented and there should be 10-20 B&B rooms to support additional visitation.

4. Conclusion

4.1 Findings

There have been important changes in the commercial environment in Poolesville since 2007.

The Town has made progress in some important respects:

- Poolesville has made impressive capital improvements, notably the new Town Hall, the adjacent open space and the sidewalks along Fisher Ave. The Town gives downtown infrastructure a long-term priority, making regular investments in its capital budget plan.
- The expansion of community programming has had a positive impact. Since the Town employed an events coordinator, the agenda of community events has given residents and visitors new ways to enjoy the Town.
- Poolesville's historic assets of are as important as ever, and there are signs of new attention to preservation and historic tourism. The Historic Medley District has a director who is bringing new ideas and energy to the process. The County's Historic Tourism Alliance is promoting Poolesville in a regional tour. The Chamber of Commerce has produced a map/brochure that includes information on local businesses.
- Poolesville High School, a County "magnet school" and one of Newsweek's top 100 public high schools in America (2011) is still one of the most important reference points for the community. Its national recognition is an important advantage.
- Recreational attractions and resources are still great strengths for the community. More than ever, Poolesville enjoys advantages for certain recreational activities, including biking, equestrian activities and field sports.

At the same time there has been little or no progress on some issues and setbacks on others:

- The decennial census recorded a population loss between 2000 and 2010. There is no apparent reason and no signs (demolition of housing, the loss of a major employer) that there are actually fewer residents, and the figures may in fact be incorrect. However, showing a population loss suggests that there are fewer workers and customers and this makes it more difficult to attract new stores and other types of businesses. This issue deserves investigation and discussion with the Bureau of the Census. Whatever the reality, the figures indicate a loss of market power to those who look only at the figures.
- The closing of Selby's is the biggest change in the commercial environment and a major blow to the community. Now the nearest supermarket is a 15-minute drive from the Town. The retail loss, a result of growing suburbs and new stores in fringe markets, is having a big impact on the Town, not just in terms of inconvenience but in other ways. There is the loss of community interaction that took place in the store, the loss of support that the owners gave to community activities and the limited selection of fresh foods.

- Community participation is still strong but openings for candidates, committee members and other types of active participants are not attracting new entries. There are few new people on the scene to take up the responsibilities of community leadership and management. With a small population, the same capable and dedicated people seem to take on most public responsibilities.
- There are few signs of new business activity in the community. Comparing, 2006 and 2012, the vacancy rate in commercial space has increased from 10% to 26%. Employment in service businesses is down by 14%, and sales by 17%. As an example, the restaurant industry which should be thriving seems to be just holding its own.
- The Town's historic attractions are impressive but they generate little economic impact. Events marketing has been largely internal, directed to Poolesville residents. Similarly, it continues to be difficult to leverage recreational activities into an economic advantage, as participants need little retail support and many of the best locations are outside the Town.

In general Poolesville is still the same great place to live that it was five years ago, and better in some respects, but the business environment continues to languish.

4.2 Recommendations

We reviewed the six recommendations from the earlier work (see Section 1 of this report), and have reconsidered them in light of progress and changes in the subsequent years; while they are still valid, we now give them a different priority and emphasis, and have reduced the number to five. Based on this update we would recommend the following actions:

1. Diversify opportunities to attract new residents and allow current residents to stay in the community as life styles change.

This is the same recommendation, but with a slightly different spin. There is an opportunity to create different types of housing products in Poolesville. The Town can encourage development of town homes and apartments, for example, that increase density and diversify housing opportunities. It can promote in-town living for singles, small families and households in early retirement that want to keep a place in the community. This could involve the redevelopment of some excess commercial space in the downtown into residential and mixed-use complexes. Population growth will give greater support and stimulus for commercial redevelopment. There is still too much space in the commercial center of Poolesville in relation to the Town population. Poolesville should concentrate growth in its core area, integrating residential with commercial development while allowing higher residential densities at key locations.

2. Promote retail and business service opportunities.

In spite of downturns in population and business activity, there are business opportunities. We see strong potential in three retail sectors: restaurants and drinking places, food and beverage stores and gas station with convenience store. The closing of Selby's represents an opportunity to attract a smaller grocery store that could be a better fit in the market area. However, with increasing competition from outside the Town, the data do not support the attraction of a new supermarket. The optimum target would be a good convenience store with a selection of fresh foods.

The data indicate a strong restaurant opportunity but realization will require the kind of marketing effort described below. A farm-based restaurant would be ideal. It would also be important to have additional accommodations, probably in B&B's, in order to support more visitation.

There are still gaps in professional businesses, as noted in our earlier work: appraising, auctioneering service, fundraising, interior decorating and design, sign painting and lettering and translation service. These are all businesses that could be conducted from home, and grown into larger sources of employment.

3. Create a marketing program and appropriate materials.

While Poolesville now employs an events coordinator, there is still a need for an external marketing effort to attract regional attention. It will also be important that a specific entity take the lead. The CEDC is the logical choice, possibly in a team effort with the Chamber of Commerce and the Historic Medley District.

There should be a clearly stated image and central theme ("branding"). A recent study (Orion Ventures, Sept. 2012) noted that Poolesville is ideally suited to become a "food hub" and "food innovation center." We believe that food can take the central role, connecting many of the Town's key assets:

- Agricultural preservation.
- Local food.
- History and tourism.
- Festivals and seasonal attractions related to fresh food.
- Sports and health.
- Schools and public education.

There should be two target audiences: the population of the Baltimore-Washington region and specific businesses suitable to a Poolesville location. There may be local residents who work in marketing and can advise on the strategy to accomplish this, or it may be necessary to engage a consultant on a very specific scope. The core media should be the internet, including a redesigned Town website and a targeted e-mail campaign. The message content should include the data in this report that detail the extent of the sales opportunities, available sites and the Town's locational advantages.

4. Expand tourism and recreational travel marketing.

The changes that have taken place in this sector since 2006 all seem to be good, but the package is incomplete. This could be the moment when the Historic Medley District comes into its own. The three historic structures that form a cluster of attractions in the center of Town represent an opportunity, but action is needed to:

- Make them visible from the street through better signage and landscaping.
- Connect the complex, creating a larger destination and giving visitors the opportunity to tour an historic area.
- Take advantage of the retail opportunity by offering things that tourists would be interested in buying, such as reproductions and souvenirs.
- Add a food opportunity, expanding the bakery products that are available at limited times and offering coffee and other soft drinks.
- Package the historic visit with a ferry ride and dinner. Limited advertising in Leesburg and other northern Virginia communities could make this an attractive day in Poolesville.
- Subsidize reuse of the old City Hall as a coffee shop or restaurant.

5. Continue to make physical improvements in the core area.
The improvement of the downtown has been positive, and the Town should continue its efforts to create strong biking and pedestrian connections, improve walkways, signage and pedestrian connections, and expand the use of Whalen Commons for community events.

4.3 Conclusions

As stated in the Comprehensive Plan, Poolesville's long-term economic goals are to "establish a mechanism" to actively pursue/promote new businesses for the CBD and general commercial districts, and to give "super-priority status" to development or redevelopment projects in these districts. This will require an expanded staff capability and a new partnership among the Town, the CEDC, the Historic Medley District and the Chamber of Commerce.

We believe that the main conclusion from the earlier work is still valid:
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> "As the region grows and Poolesville remains rural, the value of the Town as a close-in getaway can only increase. So, in the next 10-20 years, the B&B's, restaurants, spas, bike trails and specialty shops will become much more attractive to those dwelling in ever denser urban locations. If possible ***the Town should take a long view on commercial development*** with the understanding that there will be excellent opportunities for development and redevelopment over the next decade or two."

Appendix:
Supplemental Data

A-1 Demographic Overview
A-2 Retail Sales and Opportunity Gap
A-3 Service Businesses

Exhibit A-1

Demographic Characteristics of Population, 2011:
Town of Poolesville, 15-minute Drive* and Montgomery County

	Town of Poolesville		15 Minute Drive		Montgomery Co.	
Description	***No.***	***%***	***No.***	***%***	***No.***	***%***
Population						
2017 Projection	4,946		9,337		1,028,401	
2012 Estimate	4,951		9,070		986,694	
2000 Census	5,151		8,542		873,341	
1990 Census	3,840		7,192		762,394	
Growth 2012-2017	-0.10%		2.94%		4.23%	
Growth 2000-2012	-3.88%		6.18%		12.98%	
Growth 1990-2000	34.14%		18.77%		14.55%	
2012 Est. Pop by Single Race Class	4,951		9,070		986,694	
White Alone	4,289	86.6	7,702	84.9	554,579	56.2
Black or African American Alone	315	6.4	594	6.5	173,175	17.6
Amer. Indian and Alaska Native Alone	21	0.4	34	0.4	3,744	0.4
Asian Alone	113	2.3	370	4.1	141,843	14.4
Native Hawaiian and Other Pac. Isl. Alone	1	0.0	1	0.0	542	0.1
Some Other Race Alone	77	1.6	130	1.4	72,493	7.3
Two or More Races	135	2.7	239	2.6	40,318	4.1
2012 Est. Pop Hisp or Latino by Origin	4,951		9,070		986,694	
Not Hispanic or Latino	4,555	92.0	8,422	92.9	809,761	82.1
Hispanic or Latino:	396	8.0	648	7.1	176,933	17.9
2012 Est. Population by Sex	4,951		9,070		986,694	
Male	2,458	49.6	4,511	49.7	478,533	48.5
Female	2,493	50.4	4,559	50.3	508,161	51.5
2012 Est. Median Age	34.14		36.50		37.99	
2012 Est. Average Age	34.80		36.40		37.80	
2012 Est. Pop. Age 25+ by Edu. Attainment	3,019		5,734		660,434	
Less than 9th grade	41	1.4	86	1.5	33,719	5.1
Some High School, no diploma	106	3.5	167	2.9	30,078	4.6
High School Graduate (or GED)	467	15.5	889	15.5	94,990	14.4
Some College, no degree	691	22.9	1,152	20.1	95,066	14.4
Associate Degree	168	5.6	344	6.0	35,465	5.4
Bachelor's Degree	885	29.3	1,681	29.3	174,692	26.5
Master's Degree	422	14.0	888	15.5	113,880	17.2
Professional School Degree	128	4.2	281	4.9	44,233	6.7
Doctorate Degree	111	3.7	246	4.3	38,311	5.8
2012 Est. HHs by HH Income	1,706		3,151		363,031	
Income Less than $15,000	49	2.9	103	3.3	17,293	4.8
Income $15,000 - $24,999	34	2.0	94	3.0	14,613	4.0
Income $25,000 - $34,999	61	3.6	134	4.3	19,161	5.3
Income $35,000 - $49,999	120	7.0	192	6.1	35,824	9.9
Income $50,000 - $74,999	233	13.7	357	11.3	62,285	17.2
Income $75,000 - $99,999	307	18.0	467	14.8	53,875	14.8
Income $100,000 - $124,999	265	15.5	452	14.3	44,023	12.1
Income $125,000 - $149,999	201	11.8	374	11.9	30,827	8.5

	Income $150,000 - $199,999	253	14.8	454	14.4	37,025	10.2
	Income $200,000 - $499,999	155	9.1	428	13.6	39,061	10.8
	Income $500,000 and more	28	1.6	95	3.0	9,044	2.5
	2012 Est. Average Household Income	$124,590		$139,182		$119,205	
	2012 Est. Median Household Income	$104,623		$112,642		$90,007	
	2012 Est. Average Household Size	2.90		2.87		2.69	
	2012 Est. Average Number of Vehicles	2.37		2.45		1.78	
	2012 Est. Pop Age 16+ by Employment Status	3,713		6,933		769,819	
	In Armed Forces	0	0.0	13	0.2	5,305	0.7
	Civilian - Employed	2,688	72.4	4,925	71.0	523,567	68.0
	Civilian - Unemployed	115	3.1	186	2.7	32,221	4.2
	Not in Labor Force	910	24.5	1,809	26.1	208,726	27.1
	2012 Est. Civ Employed Pop 16+ Class of Worker	2,919		5,079		524,383	
	For-Profit Private Workers	1,710	58.6	2,878	56.7	292,526	55.8
	Non-Profit Private Workers	194	6.6	360	7.1	59,490	11.3
	Local Government Workers	329	11.3	530	10.4	33,638	6.4
	State Government Workers	13	0.4	38	0.7	8,775	1.7
	Federal Government Workers	286	9.8	494	9.7	66,732	12.7
	Self-Emp Workers	380	13.0	764	15.0	62,323	11.9
	Unpaid Family Workers	7	0.2	15	0.3	899	0.2
	2012 Est. Civ Employed Pop 16+ by Occupation	2,919		5,079		524,383	
	Architect/Engineer	103	3.5	177	3.5	11,047	2.1
	Arts/Entertain/Sports	59	2.0	122	2.4	19,308	3.7
	Building Grounds Maint	74	2.5	133	2.6	19,221	3.7
	Business/Financial Ops	257	8.8	426	8.4	37,768	7.2
	Community/Soc Svcs	42	1.4	60	1.2	9,298	1.8
	Computer/Mathematical	166	5.7	340	6.7	34,691	6.6
	Construction/Extraction	201	6.9	288	5.7	21,370	4.1
	Edu/Training/Library	241	8.3	375	7.4	34,208	6.5
	Farm/Fish/Forestry	5	0.2	10	0.2	261	0.0
	Food Prep/Serving	149	5.1	232	4.6	25,315	4.8
	Health Practitioner/Tec	114	3.9	218	4.3	29,367	5.6
	Healthcare Support	30	1.0	59	1.2	9,931	1.9
	Maintenance Repair	86	2.9	134	2.6	8,880	1.7
	Legal	58	2.0	120	2.4	18,486	3.5
	Life/Phys/Soc Science	59	2.0	134	2.6	21,570	4.1
	Management	472	16.2	900	17.7	73,894	14.1
	Office/Admin Support	448	15.3	667	13.1	57,725	11.0
	Production	33	1.1	63	1.2	7,649	1.5
	Protective Svcs	40	1.4	79	1.6	8,795	1.7
	Sales/Related	204	7.0	384	7.6	43,707	8.3
	Personal Care/Svc	46	1.6	81	1.6	20,047	3.8
	Transportation/Moving	32	1.1	76	1.5	11,845	2.3
	2012 Est. Pop 16+ by Occupation Classification	2,919		5,079		524,383	
	Blue Collar	352	12.1	561	11.0	49,744	9.5
	White Collar	2,223	76.2	3,924	77.3	391,069	74.6
	Service and Farm	344	11.8	594	11.7	83,570	15.9
	2012 Est. Workers Age 16+, Transp. To Work	2,890		5,034		520,216	
	Drove Alone	2,193	75.9	3,801	75.5	344,126	66.2
	Car Pooled	343	11.9	521	10.3	49,347	9.5
	Public Transportation	80	2.8	206	4.1	80,181	15.4
	Walked	97	3.4	146	2.9	12,221	2.3
	Bicycle	1	0.0	2	0.0	2,549	0.5
	Other Means	8	0.3	16	0.3	3,483	0.7
	Worked at Home	168	5.8	343	6.8	28,309	5.4

2012 Est. Workers Age 16+ by Travel Time to Work *						
Less than 15 Minutes	401		668		66,599	
15 - 29 Minutes	650		1,172		150,382	
30 - 44 Minutes	813		1,315		133,852	
45 - 59 Minutes	437		658		70,021	
60 or more Minutes	420		821		74,335	
2012 Est. Avg Travel Time to Work in Minutes	38.18		38.80		36.82	
2012 Est. Tenure of Occupied Housing Units	1,706		3,151		363,031	
Owner Occupied	1,572	92.1	2,870	91.1	252,540	69.6
Renter Occupied	134	7.9	281	8.9	110,491	30.4
2012 Owner Occ. HUs: Avg. Length of Residence	19		18		17	
2012 Renter Occ. HUs: Avg. Length of Residence	12		11		6	
2012 Est. All Owner-Occupied Housing Values	1,572		2,870		252,540	
Value Less than $20,000	0	0.0	4	0.1	271	0.1
Value $20,000 - $39,999	0	0.0	4	0.1	700	0.3
Value $40,000 - $59,999	0	0.0	1	0.0	520	0.2
Value $60,000 - $79,999	1	0.1	8	0.3	546	0.2
Value $80,000 - $99,999	3	0.2	5	0.2	961	0.4
Value $100,000 - $149,999	2	0.1	20	0.7	6,050	2.4
Value $150,000 - $199,999	137	8.7	167	5.8	12,685	5.0
Value $200,000 - $299,999	228	14.5	356	12.4	45,841	18.2
Value $300,000 - $399,999	444	28.2	604	21.0	53,368	21.1
Value $400,000 - $499,999	204	13.0	337	11.7	35,537	14.1
Value $500,000 - $749,999	392	24.9	752	26.2	51,114	20.2
Value $750,000 - $999,999	86	5.5	341	11.9	25,908	10.3
Value $1,000,000 or more	75	4.8	270	9.4	19,039	7.5
2012 Est. Median All Owner-Occupied Housing Value	$393,468		$478,824		$414,993	
2012 Est. Housing Units by Units in Structure	1,790		3,335		382,208	
1 Unit Attached	229	12.8	367	11.0	69,895	18.3
1 Unit Detached	1,490	83.2	2,851	85.5	186,221	48.7
2 Units	8	0.4	17	0.5	1,615	0.4
3 or 4 Units	23	1.3	28	0.8	4,722	1.2
5 to 19 Units	25	1.4	42	1.3	56,859	14.9
20 to 49 Units	3	0.2	8	0.2	11,309	3.0
50 or More Units	2	0.1	7	0.2	51,098	13.4
Mobile Home or Trailer	10	0.6	16	0.5	414	0.1
Boat, RV, Van, etc.	0	0.0	0	0.0	75	0.0
2012 Est. Housing Units by Year Structure Built	1,790		3,335		382,208	
Housing Unit Built 2005 or later	27	1.5	157	4.7	13,247	3.5
Housing Unit Built 2000 to 2004	146	8.2	438	13.1	32,535	8.5
Housing Unit Built 1990 to 1999	415	23.2	653	19.6	51,421	13.5
Housing Unit Built 1980 to 1989	141	7.9	315	9.4	79,002	20.7
Housing Unit Built 1970 to 1979	707	39.5	987	29.6	64,061	16.8
Housing Unit Built 1960 to 1969	136	7.6	272	8.2	58,122	15.2
Housing Unit Built 1950 to 1959	50	2.8	130	3.9	47,126	12.3
Housing Unit Built 1940 to 1949	18	1.0	48	1.4	19,171	5.0
Housing Unit Built 1939 or Earlier	150	8.4	335	10.0	17,523	4.6
2012 Est. Median Year Structure Built **	1978		1979		1978	
Source: Nielsen-Claritas, Inc., July 2012; Thomas Point Associates, Inc.						
* Drive time from Fisher Ave. and Elgin Rd. intersection.						

Exhibit A-2						
Retail Opportunity Gap*, 2011: Town of Poolesville and15-minute Drive						
	Town of Poolesville			***15-minute Drive***		
Retail Stores	Expenditures	Sales	Gap/Surplus	Expenditures	Sales	Gap/Surplus
Total Retail Sales Incl Eating and Drinking	96,640,533	28,054,125	68,586,408	183,141,937	62,336,167	120,805,770
Motor Vehicle and Parts Dealers	19,055,244	3,315,023	15,740,221	36,473,660	3,381,084	33,092,576
Automotive Dealers-4411	16,598,589	3,315,023	13,283,566	31,452,747	3,333,893	28,118,854
Other Motor Vehicle Dealers-4412	1,205,358	0	1,205,358	2,649,542	45,319	2,604,223
Automotive Parts/Accsrs, Tire Stores	1,251,297	0	1,251,297	2,371,370	1,872	2,369,498
Furniture and Home Furnishings Stores-442	2,309,751	0	2,309,751	4,487,223	389,588	4,097,635
Furniture Stores-4421	1,324,685	0	1,324,685	2,600,630	114,876	2,485,754
Home Furnishing Stores-4422	985,066	0	985,066	1,886,593	274,712	1,611,881
Electronics and Appliance Stores-443	2,263,593	0	2,263,593	4,304,130	30,060	4,274,070
Appliances, TVs, Electronics Stores-44311	1,670,118	0	1,670,118	3,181,740	30,060	3,151,680
Household Appliances Stores-443111	391,531	0	391,531	741,432	1,144	740,288
Radio, Television, Electronics Stores-443112	1,278,587	0	1,278,587	2,440,309	28,916	2,411,393
Computer and Software Stores-44312	481,182	0	481,182	911,817	0	911,817
Camera and Photographic Equipment Stores-44313	112,293	0	112,293	210,573	0	210,573
Building Material, Garden Equip Stores -444	9,643,231	748,365	8,894,866	18,439,417	4,998,999	13,440,418
Building Material and Supply Dealers-4441	8,763,755	0	8,763,755	16,713,863	3,291,931	13,421,932
Home Centers-44411	3,533,692	0	3,533,692	6,765,814	0	6,765,814
Paint and Wallpaper Stores-44412	221,499	0	221,499	420,551	0	420,551
Hardware Stores-44413	843,226	0	843,226	1,610,856	0	1,610,856
Other Building Materials Dealers-44419	4,165,338	0	4,165,338	7,916,642	3,291,931	4,624,711
Building Materials, Lumberyards-444191	1,548,893	0	1,548,893	2,935,189	1,287,145	1,648,044
Lawn, Garden Equipment, Supplies Stores-4442	879,476	748,365	131,111	1,725,555	1,707,068	18,487
Outdoor Power Equipment Stores-44421	144,239	254,194	(109,955)	313,434	511,036	(197,602)
Nursery and Garden Centers-44422	735,237	494,171	241,066	1,412,120	1,196,032	216,088
Food and Beverage Stores-445	10,919,995	10,975,409	(55,414)	20,307,550	16,200,936	4,106,614
Grocery Stores-4451	9,888,864	10,975,409	(1,086,545)	18,377,508	16,112,815	2,264,693

Supermarkets, Grocery (Ex Conv) Stores-44511	9,417,901	10,975,409	(1,557,508)	17,511,901	15,893,205	1,618,696
Convenience Stores-44512	470,963	0	470,963	865,608	219,610	645,998
Specialty Food Stores-4452	308,574	0	308,574	571,700	28,502	543,198
Beer, Wine and Liquor Stores-4453	722,557	0	722,557	1,358,341	59,619	1,298,722
Health and Personal Care Stores-446	5,071,527	4,633,096	438,431	9,719,392	5,177,352	4,542,040
Pharmancies and Drug Stores-44611	4,351,871	4,275,627	76,244	8,343,579	4,804,951	3,538,628
Cosmetics, Beauty Supplies, Perfume Stores-44612	181,391	0	181,391	349,132	0	349,132
Optical Goods Stores-44613	216,199	254,884	(38,685)	409,741	257,790	151,951
Other Health and Personal Care Stores-44619	322,066	102,585	219,481	616,940	114,611	502,329
Gasoline Stations-447	8,129,636	923,299	7,206,337	15,182,628	12,281,183	2,901,445
Gasoline Stations With Conv Stores-44711	6,006,764	0	6,006,764	11,189,512	11,352,628	(163,116)
Other Gasoline Stations-44719	2,122,872	923,299	1,199,573	3,993,116	928,555	3,064,561
Clothing and Clothing Accessories Stores-448	5,069,107	0	5,069,107	9,700,104	644,836	9,055,268
Clothing Stores-4481	3,533,699	0	3,533,699	6,692,361	644,836	6,047,525
Men's Clothing Stores-44811	224,531	0	224,531	432,533	0	432,533
Women's Clothing Stores-44812	907,604	0	907,604	1,721,427	635,099	1,086,328
Childrens, Infants Clothing Stores-44813	192,898	0	192,898	351,869	1,786	350,083
Family Clothing Stores-44814	1,883,420	0	1,883,420	3,567,082	4,838	3,562,244
Clothing Accessories Stores-44815	89,599	0	89,599	172,053	3,112	168,941
Other Clothing Stores-44819	235,647	0	235,647	447,397	0	447,397
Shoe Stores-4482	632,958	0	632,958	1,185,634	0	1,185,634
Jewelry, Luggage, Leather Goods Stores-4483	902,450	0	902,450	1,822,109	0	1,822,109
Jewelry Stores-44831	847,068	0	847,068	1,716,245	0	1,716,245
Luggage and Leather Goods Stores-44832	55,382	0	55,382	105,864	0	105,864
Sporting Goods, Hobby, Book, Music Stores-451	2,081,905	890,466	1,191,439	3,973,396	1,815,443	2,157,953
Sportng Goods, Hobby, Musical Inst Stores-4511	1,449,453	890,466	558,987	2,760,068	1,815,443	944,625
Sporting Goods Stores-45111	757,830	787,883	(30,053)	1,445,606	1,712,276	(266,670)
Hobby, Toys and Games Stores-45112	428,970	102,583	326,387	807,667	103,167	704,500
Sew/Needlework/Piece Goods Stores-45113	110,461	0	110,461	208,925	0	208,925
Musical Instrument and Supplies Stores-45114	152,192	0	152,192	297,870	0	297,870
Book, Periodical and Music Stores-4512	632,452	0	632,452	1,213,328	0	1,213,328
Book Stores and News Dealers-45121	419,642	0	419,642	800,779	0	800,779
Book Stores-451211	400,789	0	400,789	765,679	0	765,679
News Dealers and Newsstands-451212	18,853	0	18,853	35,100	0	35,100

Prerecorded Tapes, CDs, Record Stores-45122	212,810	0	212,810	412,549	0	412,549
General Merchandise Stores-452	12,446,130	375,781	12,070,349	23,493,985	835,850	22,658,135
Department Stores Excl Leased Depts-4521	6,435,195	375,781	6,059,414	12,213,092	506,111	11,706,981
Other General Merchandise Stores-4529	6,010,935	0	6,010,935	11,280,892	329,738	10,951,154
Miscellaneous Store Retailers-453	2,474,826	291,337	2,183,489	4,699,493	655,902	4,043,591
Florists-4531	206,454	74,991	131,463	393,952	75,418	318,534
Office Supplies, Stationery, Gift Stores-4532	1,061,570	101,346	960,224	2,019,194	213,677	1,805,517
Office Supplies and Stationery Stores-45321	610,273	0	610,273	1,161,746	0	1,161,746
Gift, Novelty and Souvenir Stores-45322	451,297	101,346	349,951	857,448	213,677	643,771
Used Merchandise Stores-4533	237,943	55,322	182,621	454,802	119,074	335,728
Other Miscellaneous Store Retailers-4539	968,859	59,678	909,181	1,831,544	247,734	1,583,810
Non-Store Retailers-454	7,294,175	2,256,979	5,037,196	13,911,866	10,635,548	3,276,318
Foodservice and Drinking Places-722	9,881,413	3,644,370	6,237,043	18,449,095	5,289,385	13,159,710
Full-Service Restaurants-7221	4,497,134	3,051,867	1,445,267	8,405,265	3,584,371	4,820,894
Limited-Service Eating Places-7222	4,141,838	460,841	3,680,997	7,721,722	1,440,319	6,281,403
Special Foodservices-7223	814,947	131,662	683,285	1,521,131	264,695	1,256,436
Drinking Places -Alcoholic Beverages-7224	427,494	0	427,494	800,977	0	800,977
GAFO *	25,232,056	1,367,593	23,864,463	47,978,032	3,929,453	44,048,579
General Merchandise Stores-452	12,446,130	375,781	12,070,349	23,493,985	835,850	22,658,135
Clothing and Clothing Accessories Stores-448	5,069,107	0	5,069,107	9,700,104	644,836	9,055,268
Furniture and Home Furnishings Stores-442	2,309,751	0	2,309,751	4,487,223	389,588	4,097,635
Electronics and Appliance Stores-443	2,263,593	0	2,263,593	4,304,130	30,060	4,274,070
Sporting Goods, Hobby, Book, Music Stores-451	2,081,905	890,466	1,191,439	3,973,396	1,815,443	2,157,953
Office Supplies, Stationery, Gift Stores-4532	1,061,570	101,346	960,224	2,019,194	213,677	1,805,517

Source: Nielsen-Claritas, Inc.; Thomas Point Associates, Inc.

*Difference betw.demand and supply is the opportunity gap or surplus available for each retail outlet in the specified area. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. E.g., a positive value signifies an opportunity gap, while a negative value signifies a surplus.

** Drive time from Fisher Ave. and Elgin Rd. intersection.

Exhibit A-3

Poolesville Area Business Services, 2012: 5- and 15-Minute Drive

		5-minute Drive				15-minute Drive			
SIC Code	Bus. Descr.	Total Ests.	Total Emps.	Sales million dollars	Ests. w/ 20+ Emps	Total Ests.	Total Emps.	Sales million dollars	Ests. w/ 20+ Emps
70	Hotels and Other Lodging Places	1	11	.5	0	3	52	1.5	1
701	Hotels and Motels	1	11	.5	0	1	11	.5	0
72	Personal Services	6	12	.6	0	15	29	1.5	0
721	Laundry, Cleaning, Garment Svce	2	3	.2	0	4	8	.4	0
7215	Coin-Operated Laundry	0	0	0	0	0	0	0	0
722	Photographic and Portrait Studios	0	0	0	0	2	4	.2	0
723	Beauty Shops	3	7	.3	0	6	12	.6	0
724	Barber Shops	1	2	.1	0	1	2	.1	0
725	Shoe Repair and Shoeshine	0	0	0	0	0	0	0	0
726	Funeral Service and Crematory	0	0	0	0	1	1	.1	0
729	Miscellaneous Personal Services	0	0	0	0	1	2	.1	0
7291	Tax Return Preparation	0	0	0	0	0	0	0	0
73	Business Services	9	60	6.3	1	26	111	14.4	1
731	Advertising	0	0	0	0	1	6	.7	0
732	Credit Reporting and Collect	0	0	0	0	0	0	0	0
733	Mail, Clerical, Graphic Design	2	2	.2	0	2	2	.2	0
7334	Photocopy and Duplicating	0	0	0	0	0	0	0	0
734	Services to Buildings	1	1	.1	0	3	6	.3	0
7342	Disinfect and Pest Control	0	0	0	0	0	0	0	0
7349	Building Maint. Services	1	1	.1	0	3	6	.3	0
735	Miscellaneous Eq. Rental	0	0	0	0	2	10	1.8	0
736	Employment Agencies	0	0	0	0	1	1	.2	0
7361	Employment Agencies	0	0	0	0	1	1	.2	0
7363	Temp Employment Service	0	0	0	0	0	0	0	0
737	Computer and Data Proc, Svces	3	12	1.4	0	6	23	2.5	0
738	Miscellaneous Business Svces	3	45	4.6	1	11	63	8.7	1
7382	Security Systems Services	1	34	2.1	1	1	34	2.1	1
7384	Photofinishing Laboratories	0	0	0	0	0	0	0	0
7389	Business Services NEC	2	11	2.5	0	10	29	6.6	0
738	Telephone Answering	0	0	0	0	0	0	0	0

9N	Services										
75	Automobile Repair Services	5	13	.8	0			9	34	1.8	0
751	Auto, RV and Truck Rentals	0	0	0	0			0	0	0	0
7514	Passenger Car Rental	0	0	0	0			0	0	0	0
752	Automobile Parking	0	0	0	0			0	0	0	0
753	Automotive Repair Shops	3	10	.6	0			6	18	1.1	0
7533	Automobile Exhaust Sys Repair	0	0	0	0			0	0	0	0
7536	Automobile Glass Replacement	0	0	0	0			0	0	0	0
7537	Auto Transmission Repair	0	0	0	0			0	0	0	0
7538	General Auto Repair	2	7	.4	0			4	13	.8	0
754	Auto Service, Exc. Repair	2	3	.2	0			3	16	.7	0
7542	Carwashes	0	0	0	0			0	0	0	0
76	Miscellaneous Repair Services	17	40	4.7	0			19	44	5.3	0
762	Electrical Repair Shops	1	2	.1	0			1	2	.1	0
7622	Radio and TV Repair Shops	0	0	0	0			0	0	0	0
7629	Appliance Repair Shops NEC	1	2	.1	0			1	2	.1	0
763	Watch, Clock,Jewelry Repair	0	0	0	0			0	0	0	0
764	Reupholstery/Furniture Repair	0	0	0	0			0	0	0	0
769	Miscellaneous Repair Shops	16	38	4.6	0			18	42	5.2	0
78	Motion Pictures	1	1	.2	0			4	9	1.3	0
783	Motion Picture Theaters	0	0	0	0			0	0	0	0
784	Video Tape Rental	0	0	0	0			1	5	.4	0
79	Amusement and Rec. svces	10	111	6.9	2			23	242	14.9	3
794	Commercial Sports	0	0	0	0			0	0	0	0
799	Misc. Amusement/Rec Svces	7	106	6.4	2			20	237	14.4	3
7991	Physical Fitness Facilities	1	4	.3	0			1	4	.3	0
7996	Amusement Parks	0	0	0	0			0	0	0	0
Source: Claritas, Inc.											