



Lovettsville, Virginia Market Analysis Presentation



Today's Meeting

- Process to Date
- Trade Area Definition
- Trade Area Demographics
- Market Analysis
 - Leakage
 - Retail Opportunities
 - Office/Industrial/Non Retail Opportunities
- Recommendations





Conservative Evaluation

- Based on existing population not including surrounding growth.
- Sticks with a conservative trade area definition based on drive time.
- Fairly conservative capture rate and sales per square foot data.
- Does not account for proactive tourism/activities that the town is currently promoting.



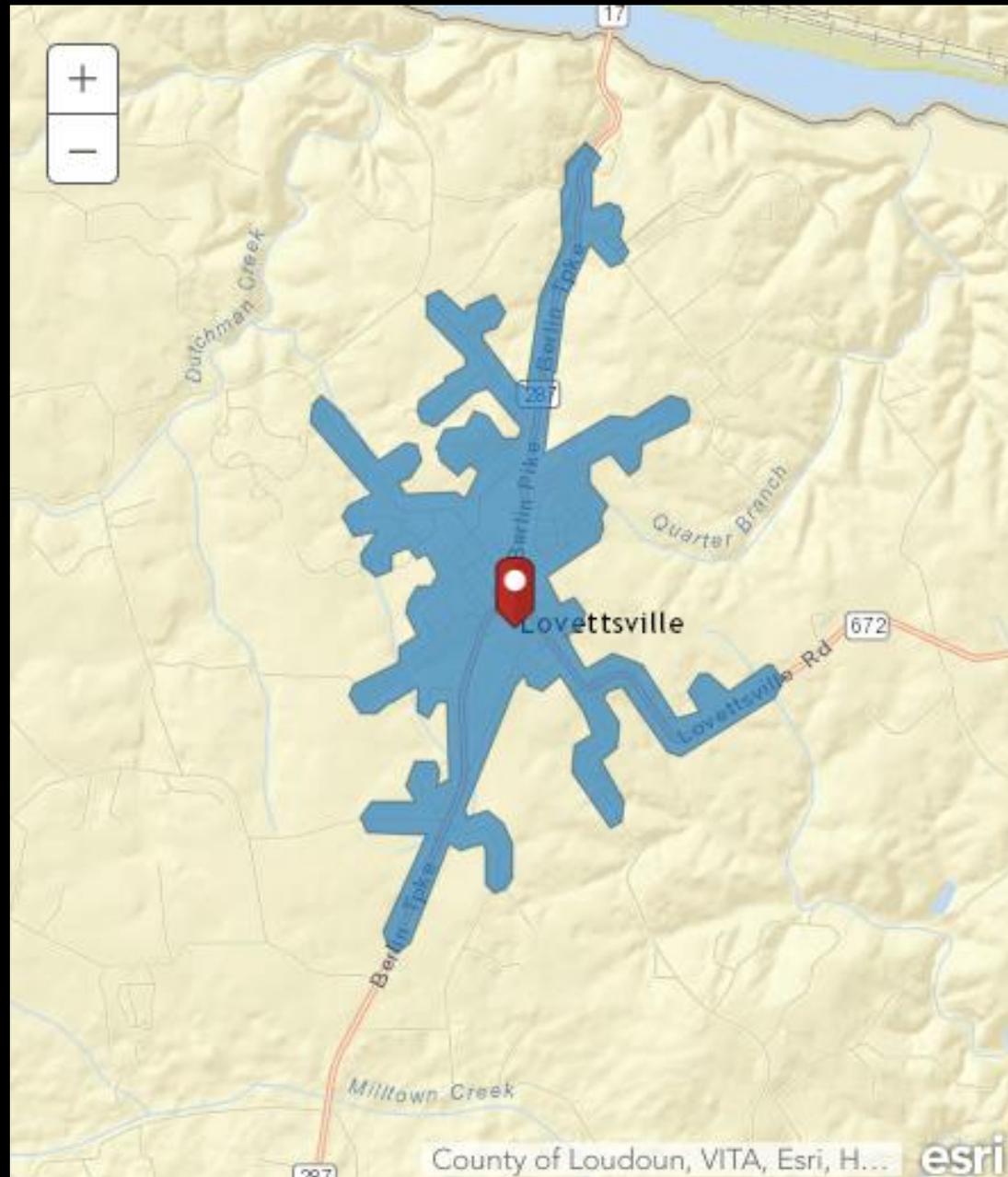


Summary

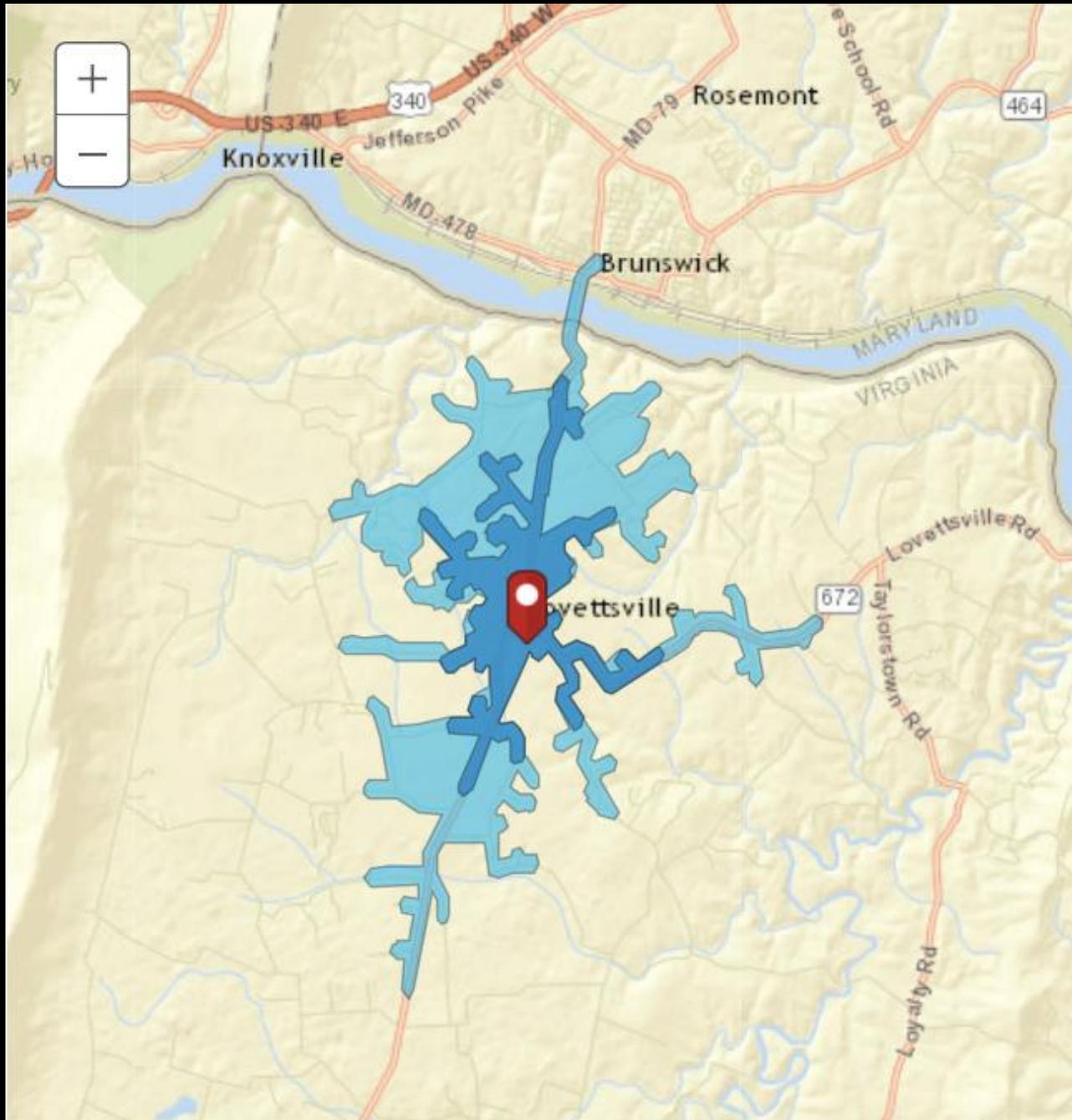
- Determined a 5 minute drive time as the primary trade area.
- This trade area is home to 3,136 residents with \$111,196 median HH income.
- Total leakage is \$44.4 million supporting 57,300 square feet of retail space (including phase one of Town Square)
- Key retail opportunities:
 - Small independent grocer (non-chain under 6K square feet)
 - Pharmacy (6.7K square feet – small)
 - Liquor store
 - General retail store
 - 2-4 dining establishments
 - Outdoor/hardware – limited opportunity
 - Miscellaneous specialty retail – clothing, gifts



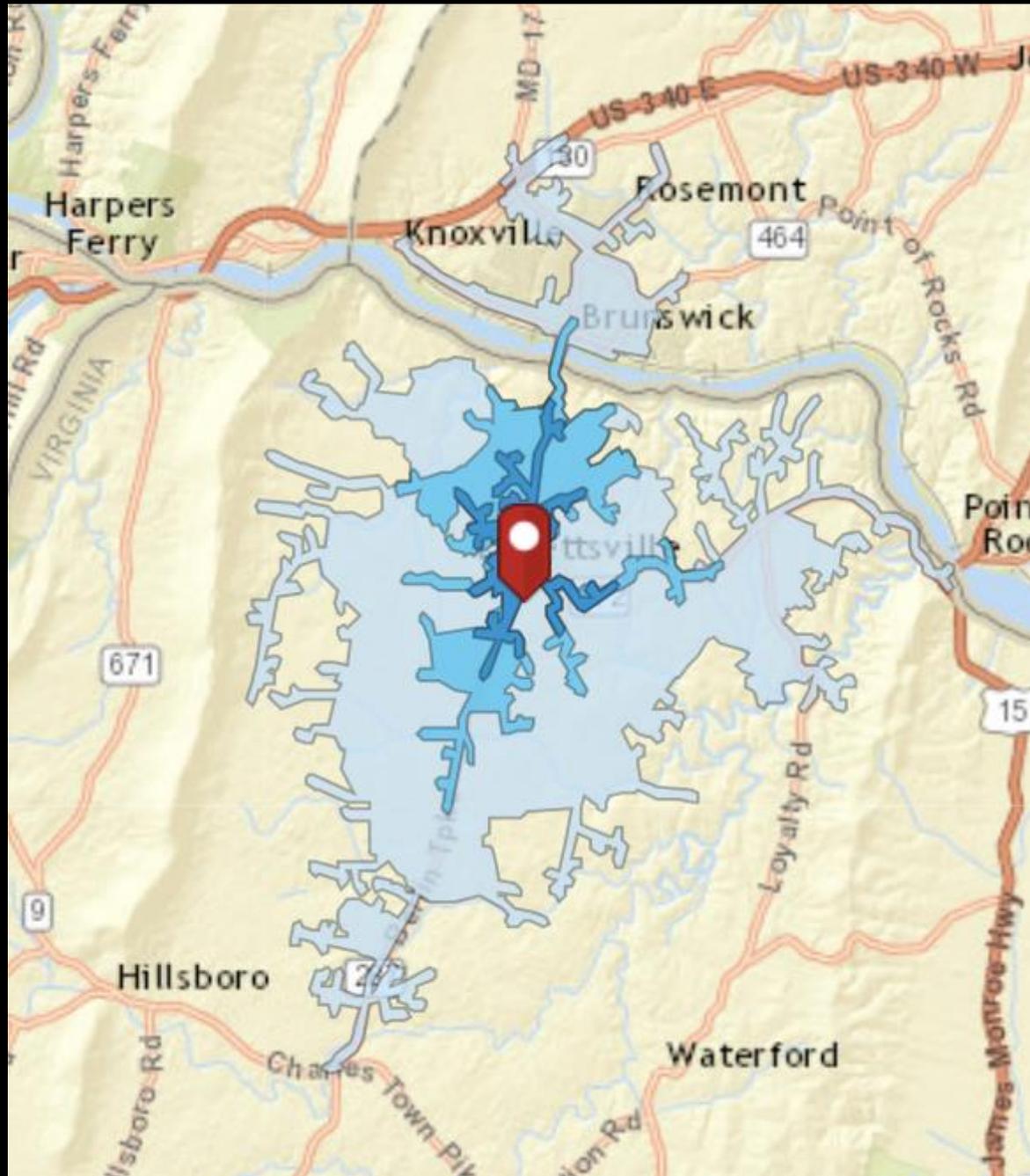
3 Min



5 Min



10 Min



Demographics -- Population



Description	3 Minute(s)	%	5 Minute(s)	%	10 Minute(s)
	<i>Drive Time</i>		<i>Drive Time</i>		<i>Drive Time</i>
Population					
2020 Projection	1,794		3,538		12,548
2015 Estimate	1,578		3,136		11,798
2010 Census	1,304		2,622		10,940
2000 Census	416		1,112		8,398
Growth 2015-2020	13.72%		12.83%		6.35%
Growth 2010-2015	21.05%		19.59%		7.84%
Growth 2000-2010	213.40%		135.71%		30.28%





Demographics –Income

- 3 Min \$111,308 Med \$145,658 Avg
- 5 Min \$111,196 Med \$141,888 Avg
- 10 Min \$ 96,243 Med \$125,491 Avg
- Loudoun County \$115,574 Med \$119,134 Avg
- Virginia \$ 64,902 Med





Retail Leakage Study

A study to establish the retail dollars leaving or entering a community from its primary and secondary trade areas.



Berlin Pike and Broad Way

- 3 Min Drive Time Stores sold \$8.9 million
- 3 Min Drive Time Consumers spent \$32.5 million
- Area **LEAKED \$23.6** overall in the previous year

- 5 Min Drive Time Stores sold \$21.5
- 5 Min Drive Time Consumers spent \$65.9
- Area **LEAKED \$44.4** overall in the previous year

- 10 Min Drive Time Stores sold \$107.4 million
- 10 Min Drive Time Consumers spent \$247.9
- Area **LEAKED \$140.5** overall in the previous year

RMP Opportunity Gap - Retail Stores

Lovettsville Market Study

BROAD WAY AT S BERLIN PIKE, LOVETTSVILLE, VA 20180, 5 Minute(s) Total

Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales & Eating, Drinking Places	65,858,110	21,451,896	44,406,214
Motor Vehicle & Parts Dealers-441	13,631,561	2,893,814	10,737,747
Automotive Dealers-4411	11,278,935	2,861,637	8,417,298
Other Motor Vehicle Dealers-4412	1,347,926	32,177	1,315,749
Automotive Parts/Accessories, Tire Stores-4413	1,004,699	0	1,004,699
Furniture & Home Furnishings Stores-442	1,397,196	1,724,314	(327,118)
Furniture Stores-4421	757,916	1,724,314	(966,398)
Home Furnishing Stores-4422	639,280	0	639,280
Electronics & Appliances Stores-443	1,235,570	25,474	1,210,096
Appliance, TV, Electronics Stores-44311	957,641	24,659	932,982
Household Appliances Stores-443111	165,673	0	165,673
Radio, Television, Electronics Stores-443112	791,968	24,659	767,309
Computer & Software Stores-44312	249,463	815	248,648
Camera & Photographic Equipment Stores-44313	28,465	0	28,465
Building Material, Garden Equipment Stores -444	7,177,343	395,433	6,781,910
Building Material & Supply Dealers-4441	6,143,542	383,681	5,759,861
Home Centers-44411	2,482,156	221,964	2,260,192
Paint & Wallpaper Stores-44412	108,269	0	108,269
Hardware Stores-44413	593,048	161,718	431,330
Other Building Materials Dealers-44419	2,960,069	0	2,960,069
Building Materials, Lumberyards-444191	1,082,208	0	1,082,208
Lawn/Garden Equipment/Supplies Stores-4442	1,033,800	11,751	1,022,049
Outdoor Power Equipment Stores-44421	340,768	4,477	336,291
Nursery & Garden Centers-44422	693,032	7,274	685,758

RMP Opportunity Gap - Retail Stores

Lovettsville Market Study

BROAD WAY AT S BERLIN PIKE, LOVETTSVILLE, VA 20180, 5 Minute(s) Total

Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Food & Beverage Stores-445	7,374,355	1,189,216	6,185,139
Grocery Stores-4451	4,757,725	751,467	4,006,258
Supermarkets, Grocery Stores-44511	4,454,433	0	4,454,433
Convenience Stores-44512	303,292	751,467	(448,175)
Specialty Food Stores-4452	579,315	0	579,315
Beer, Wine & Liquor Stores-4453	2,037,315	437,749	1,599,566
Health & Personal Care Stores-446	3,370,486	0	3,370,486
Pharmacies & Drug Stores-44611	2,680,821	0	2,680,821
Cosmetics, Beauty Supplies, Perfume Stores-44612	233,286	0	233,286
Optical Goods Stores-44613	159,351	0	159,351
Other Health & Personal Care Stores-44619	297,029	0	297,029
Gasoline Stations-447	5,715,233	13,134,401	(7,419,168)
Gasoline Stations with Convenience Stores-44711	4,130,304	12,493,329	(8,363,025)
Other Gasoline Stations-44719	1,584,929	641,072	943,857
Clothing & Clothing Accessories Stores-448	3,326,102	32,928	3,293,174
Clothing Stores-4481	1,669,008	7,920	1,661,088
Men's Clothing Stores-44811	82,326	0	82,326
Women's Clothing Stores-44812	371,365	0	371,365
Children's, Infants' Clothing Stores-44813	99,675	0	99,675
Family Clothing Stores-44814	899,109	0	899,109
Clothing Accessories Stores-44815	73,466	0	73,466
Other Clothing Stores-44819	143,066	7,920	135,146
Shoe Stores-4482	234,825	25,008	209,817
Jewelry, Luggage, Leather Goods Stores-4483	1,422,269	0	1,422,269
Jewelry Stores-44831	1,298,429	0	1,298,429
Luggage & Leather Goods Stores-44832	123,840	0	123,840

RMP Opportunity Gap - Retail Stores

Lovettsville Market Study

BROAD WAY AT S BERLIN PIKE, LOVETTSVILLE, VA 20180, 5 Minute(s) Total

Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Sporting Goods, Hobby, Book, Music Stores-451	1,233,375	34,037	1,199,338
Sporting Goods, Hobby, Musical Inst Stores-4511	1,066,044	34,037	1,032,007
Sporting Goods Stores-45111	554,215	21,252	532,963
Hobby, Toy & Game Stores-45112	300,026	12,785	287,241
Sewing, Needlework & Piece Goods Stores-45113	88,721	0	88,721
Musical Instrument & Supplies Stores-45114	123,081	0	123,081
Book, Periodical & Music Stores-4512	167,331	0	167,331
Book Stores & News Dealers-45121	142,107	0	142,107
Book Stores-451211	126,717	0	126,717
News Dealers & Newsstands-451212	15,391	0	15,391
Prerecorded Tape, CD, Record Stores-45122	25,224	0	25,224
General Merchandise Stores-452	7,292,686	13,961	7,278,725
Department Stores, Excl Leased Departments-4521	3,239,971	13,961	3,226,010
Other General Merchandise Stores-4529	4,052,715	0	4,052,715
Miscellaneous Store Retailers-453	1,730,581	97,311	1,633,270
Florists-4531	68,725	1,716	67,009
Office Supplies, Stationery, Gift Stores-4532	849,538	35,104	814,434
Office Supplies & Stationery Stores-45321	417,226	0	417,226
Gift, Novelty & Souvenir Stores-45322	432,312	35,104	397,208
Used Merchandise Stores-4533	138,458	57,243	81,215
Other Miscellaneous Store Retailers-4539	673,860	3,249	670,611
Non-Store Retailers-454	5,534,589	138,532	5,396,057
Foodservice & Drinking Places-722	6,839,035	1,772,475	5,066,560
Full-Service Restaurants-7221	3,114,121	1,467,277	1,646,844
Limited-Service Eating Places-7222	2,707,194	305,197	2,401,997
Special Foodservices-7223	745,054	0	745,054
Drinking Places -Alcoholic Beverages-7224	272,666	0	272,666

Retail Market Potential

RMP Opportunity Gap - Retail Stores

Lovettsville Market Study

BROAD WAY AT S BERLIN PIKE, LOVETTSVILLE, VA 20180, 5 Minute(s) Total

Space Opportunity Retail Stores	Opportunity Gap/Surplus	Capture %	Sales	Sq. Ft. Space
Home Furnishing Stores-4422	639,280	20%	127,856	426
Computer & Software Stores-44312	248,648	20%	49,730	166
Building Material, Garden Equipment Stores -444	6,781,910	20%	1,356,382	4,521
Food & Beverage Stores-445	6,185,139	50%	3,092,570	7,731
Grocery Stores-4451	4,006,258	50%	2,003,129	5,008
Specialty Food Stores-4452	579,315	50%	289,658	724
Beer, Wine & Liquor Stores-4453	1,599,566	50%	799,783	1,999
Health & Personal Care Stores-446	3,370,486	60%	2,022,292	6,741
Clothing & Clothing Accessories Stores-448	3,293,174	20%	658,635	2,195
Sporting Goods, Hobby, Book, Music Stores-451	1,199,338	20%	239,868	800
General Merchandise Stores-452	7,278,725	50%	3,639,363	12,131
Miscellaneous Store Retailers-453	1,633,270	20%	326,654	1,089
Foodservice & Drinking Places-722	5,066,560	30%	1,519,968	6,879
Full-Service Restaurants-7221	1,646,844	30%	494,053	2,470
Limited-Service Eating Places-7222	2,401,997	30%	720,599	2,882
Special Foodservices-7223	745,054	30%	223,516	1,118
Drinking Places -Alcoholic Beverages-7224	272,666	30%	81,800	409
				57,291



Summary

- Determined a 5 minute drive time as the primary trade area.
- This trade area is home to 3,136 residents with \$111,196 median HH income.
- Total leakage is \$44.4 million supporting 57,300 square feet of retail space (including phase one of Town Square)
- Key retail opportunities:
 - Small independent grocer (non-chain under 8K square feet)
 - Pharmacy (6.7K square feet – small)
 - 2-4 dining establishments
 - Outdoor/hardware – limited opportunity
 - Miscellaneous specialty retail – clothing, gifts
 - Small box general merchandise store

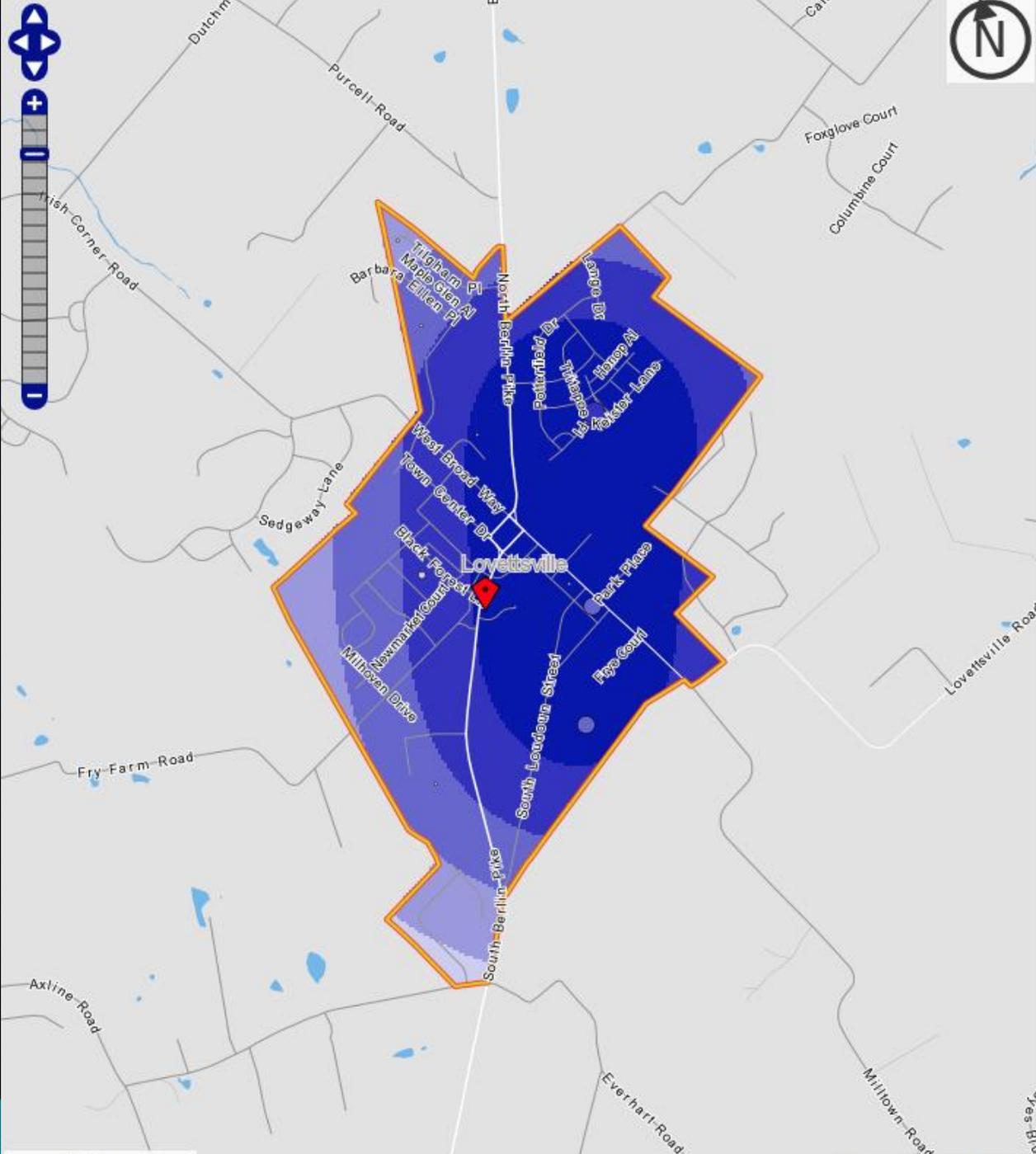




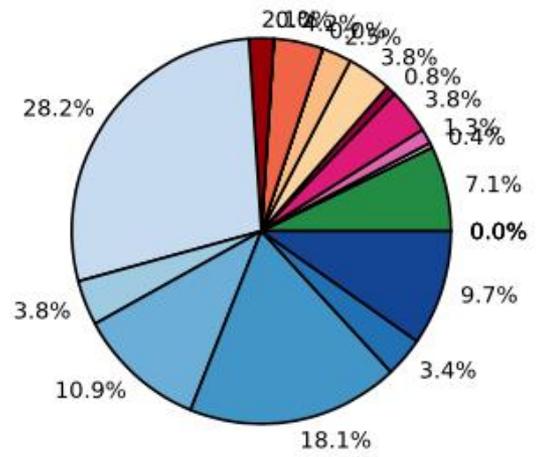
Lovettsville Town Jobs Analysis

- Total Jobs 238
- Adding about 12 jobs per year over the past five year
- Education 28%
- Accommodation Food Service 18%
- Arts, Entertainment, and Recreation 11%
- Public Administration 10%
- Inflow/Outflow Income Imbalance
 - 19.9% outflow earns less than \$1,250 per month
 - 29.1% inflow earns less than \$1,250 per month
 - 59.2% outflow earns over \$3,333 per month
 - 44.1% inflow earns over \$3,333 per month





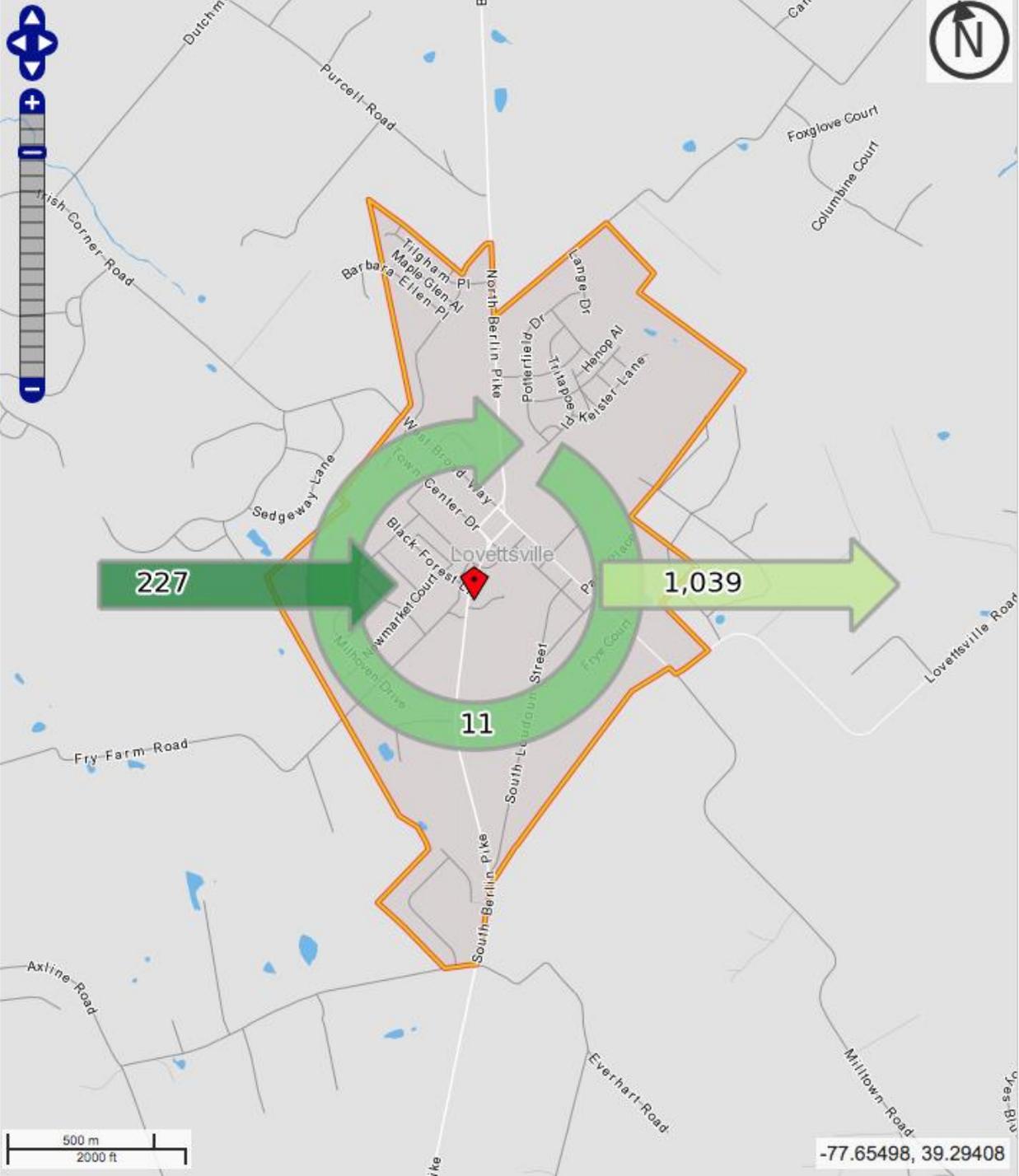
Job Counts by NAICS Industry Sector in 2014



View as

	Retail Trade	9	3.8%
	Transportation and Warehousing	2	0.8%
	Information	9	3.8%
	Finance and Insurance	6	2.5%
	Real Estate and Rental and Leasing	0	0.0%
	Professional, Scientific, and Technical Services	10	4.2%
	Management of Companies and Enterprises	0	0.0%
	Administration & Support, Waste Management and Remediation	5	2.1%
	Educational Services	67	28.2%
	Health Care and Social Assistance	9	3.8%
	Arts, Entertainment, and Recreation	26	10.9%
	Accommodation and Food Services	43	18.1%
	Other Services (excluding Public Administration)	8	3.4%
	Public Administration	23	9.7%

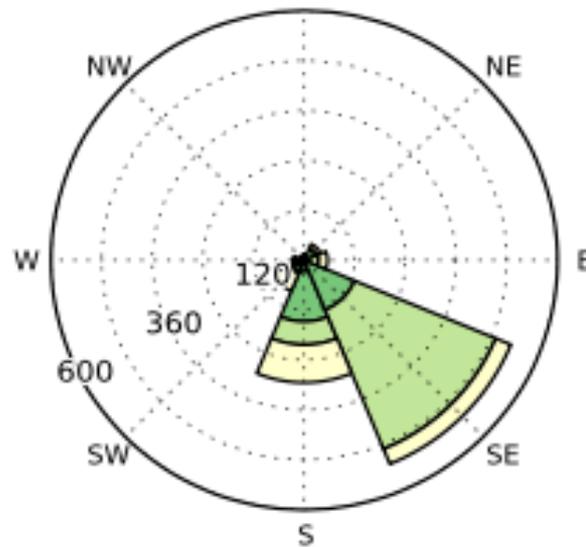
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500 m
2000 ft

-77.65498, 39.29408

Job Counts by Distance/Direction in 2014
All Workers



View as ▾

Jobs by Distance - Home Census Block to Work Census Block

	2014	
	Count	Share
Total All Jobs	1,050	100.0%
■ Less than 10 miles	79	7.5%
■ 10 to 24 miles	295	28.1%
■ 25 to 50 miles	460	43.8%
■ Greater than 50 miles	216	20.6%

Jobs Counts by Places (Cities, CDPs, etc.) Where Workers are Employed - All Jobs

2014

	Count	Share
<u>All Places (Cities, CDPs, etc.)</u>	1,050	100.0%
 <u>Leesburg town, VA</u>	73	7.0%
 <u>Washington city, DC</u>	59	5.6%
 <u>Reston CDP, VA</u>	42	4.0%
 <u>Purcellville town, VA</u>	34	3.2%
 <u>Tysons Corner CDP, VA</u>	33	3.1%
 <u>Ashburn CDP, VA</u>	29	2.8%
 <u>Arlington CDP, VA</u>	28	2.7%
 <u>Chantilly CDP, VA</u>	23	2.2%
 <u>Alexandria city, VA</u>	21	2.0%
 <u>Richmond city, VA</u>	20	1.9%
 <u>Broadlands CDP, VA</u>	19	1.8%
 <u>McNair CDP, VA</u>	17	1.6%
 <u>Frederick city, MD</u>	14	1.3%
 <u>Springfield CDP, VA</u>	13	1.2%
 <u>Herndon town, VA</u>	12	1.1%
 <u>Baltimore city, MD</u>	11	1.0%
 <u>Fair Oaks CDP, VA</u>	11	1.0%
 <u>Lovettsville town, VA</u>	11	1.0%
 <u>Gaithersburg city, MD</u>	10	1.0%
 <u>Bethesda CDP, MD</u>	9	0.9%
 <u>Cascades CDP, VA</u>	9	0.9%
 <u>Lansdowne CDP, VA</u>	9	0.9%
 <u>Virginia Beach city, VA</u>	9	0.9%
 <u>Rockville city, MD</u>	8	0.8%
 <u>Sterling CDP, VA</u>	8	0.8%
All Other Locations	518	49.3%



Quick look at home based businesses

There are 74 home-based businesses licensed in Lovettsville.

- Only 20% of these (15) are feasible to locate outside of the home.
- They fall into three categories:
 - Professional services
 - Construction/building
 - Food based businesses
- Missing piece: the “work from home”



Recommendations



- 11 recommendations
- 3 Categories
 - Engle Tract
 - Town Square
 - Other





Engle Tract Recommendations

1. Maintain non-residential zoning on the Engle tract.
2. Pursue partnership with Loudoun County to explore flex space, light industrial, and medical on the Engle tract.
3. Explore “creative space” concept for Engle Tract
 - coworking space
 - makers space
 - value added commercial kitchen space



Town Square Recommendations



4. Work proactively to recruit independent retail to Town Square in lieu of professional services.
5. Strongly pursue restaurant space(s) in Town Square.
6. Continue to explore creative grocer/food service in Town Square
7. Pursue ownership of V-DOT right of way for future commercial development.





Other Recommendations

8. Maintain and replenish retail on Broad Way with small local stores.
9. Pursue a small general retail store (not in Town Center).
10. Continue aggressive marketing/economic development efforts.
11. Strongly consider incentives for key retail developments desired in Lovettsville.
 - Virginia Arts and Cultural District (HB 1735).
 - Expedited processing.
 - Consider a local investment fund under new SEC rules for crowd funding.
 - Consider gap financing with flexible terms.

