



Braddock Metro Neighborhood Plan

City of Alexandria, Department of Planning & Zoning
www.alexandriava.gov/planningandzoning 703.838.4666

Retail Development Feasibility

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Discussing Braddock Metro Retail Potential

- Retail Markets Overview
- Braddock's Customers: Who Are You?
- The Competition for Your Spending
- What You Have
- What You Need
- How to Attract Retail

Measuring Retail Potential

Total
Retail
Demand

-

Total
Retail
Supply

=

Total Unmet
Retail
Demand/
Developme
nt Potential

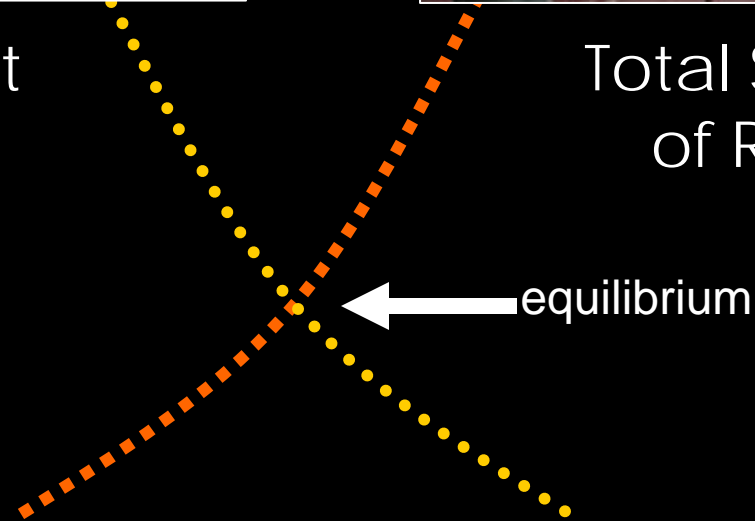
Fundamentals of Retail Analysis



Total Amount
of Spending



Total Square Feet
of Retail Space



Defining Retail Categories

Neighborhood Goods and Services:



Basic Needs

Defining Retail Categories

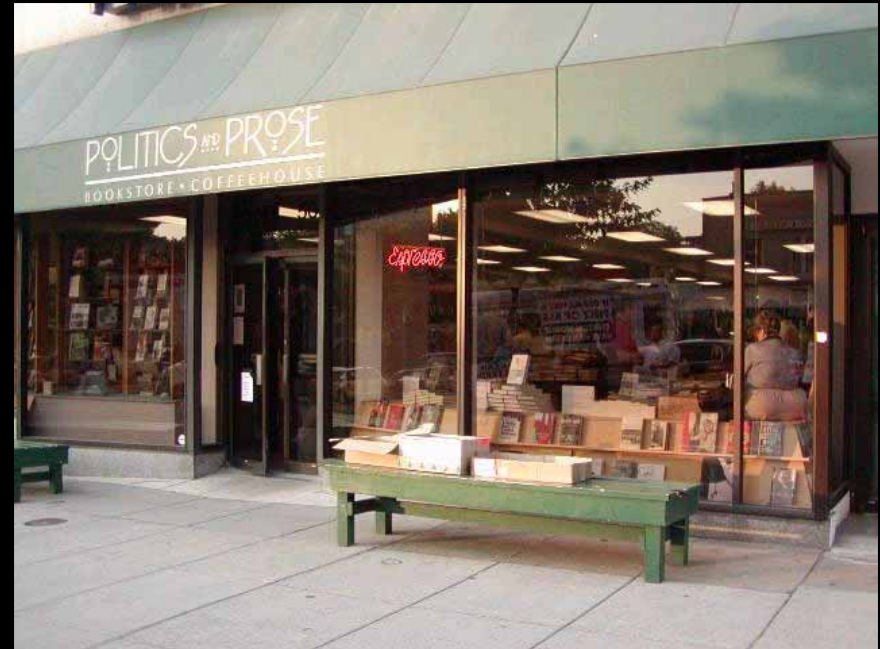
Food and Beverages



Dining Out

Defining Retail Categories

General Merchandise, Apparel,
Furnishings and Other

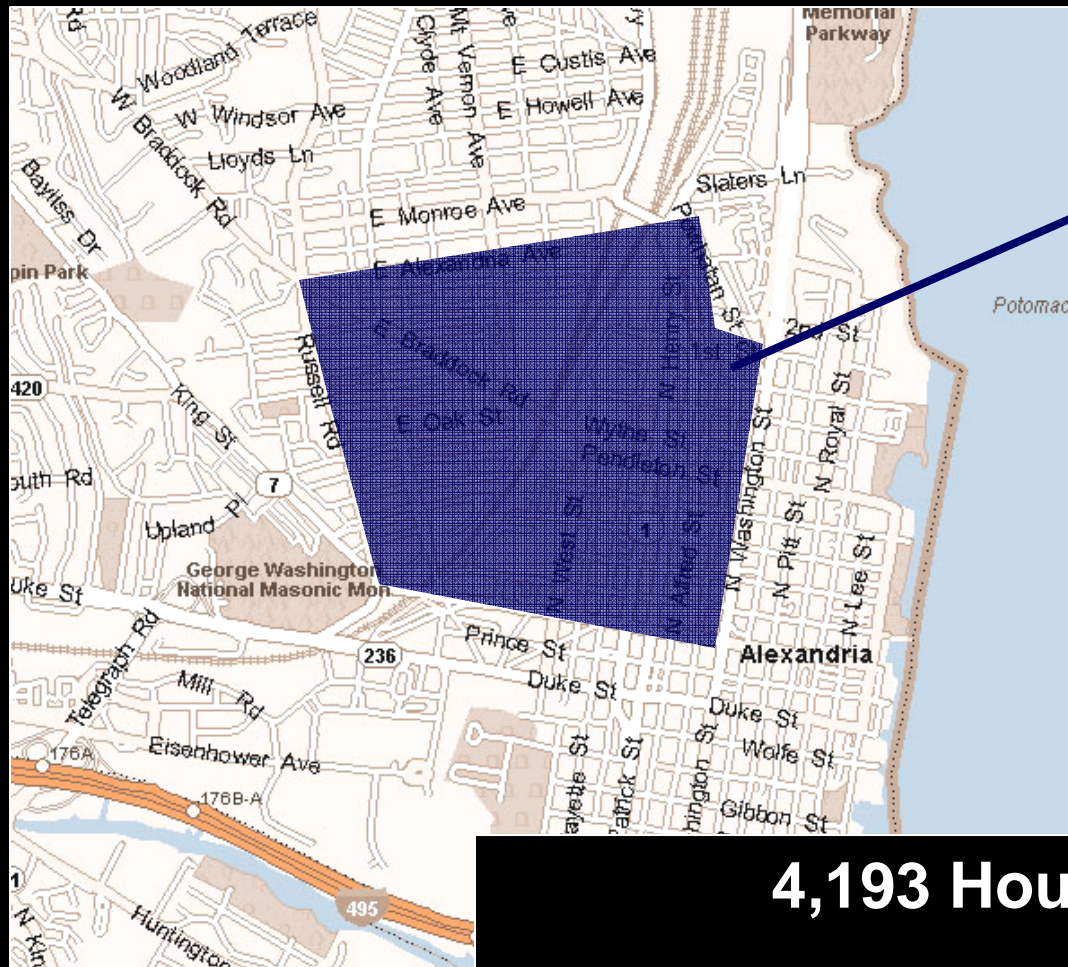


Shoppers' Goods

Retailers' "Big Three" Questions

- How many people?
 - How close by?
 - How much money?
-
- Value of nearby homes?
 - Level of education?
 - Number of family households?

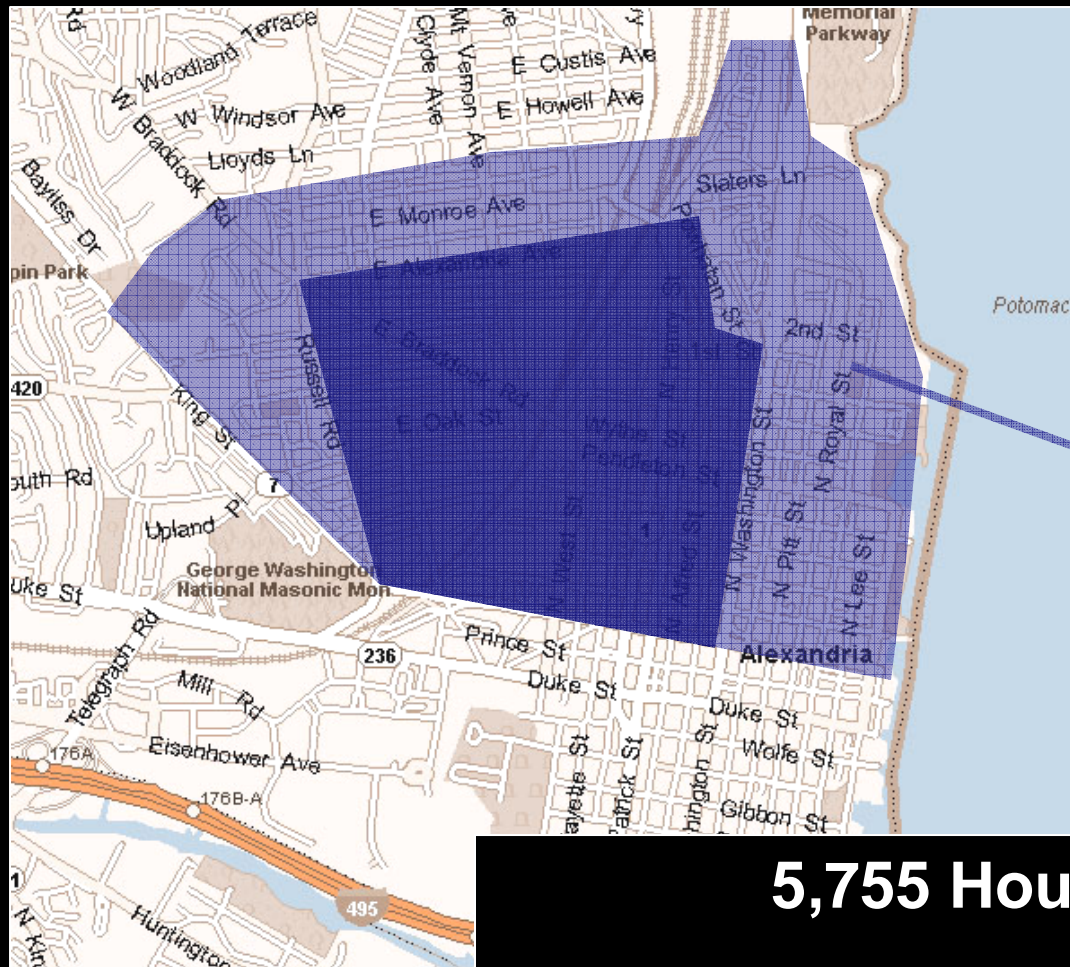
Braddock's Retail Trade Areas



PRIMARY

4,193 Households
\$89,170 Median HH Income

Braddock's Retail Trade Areas



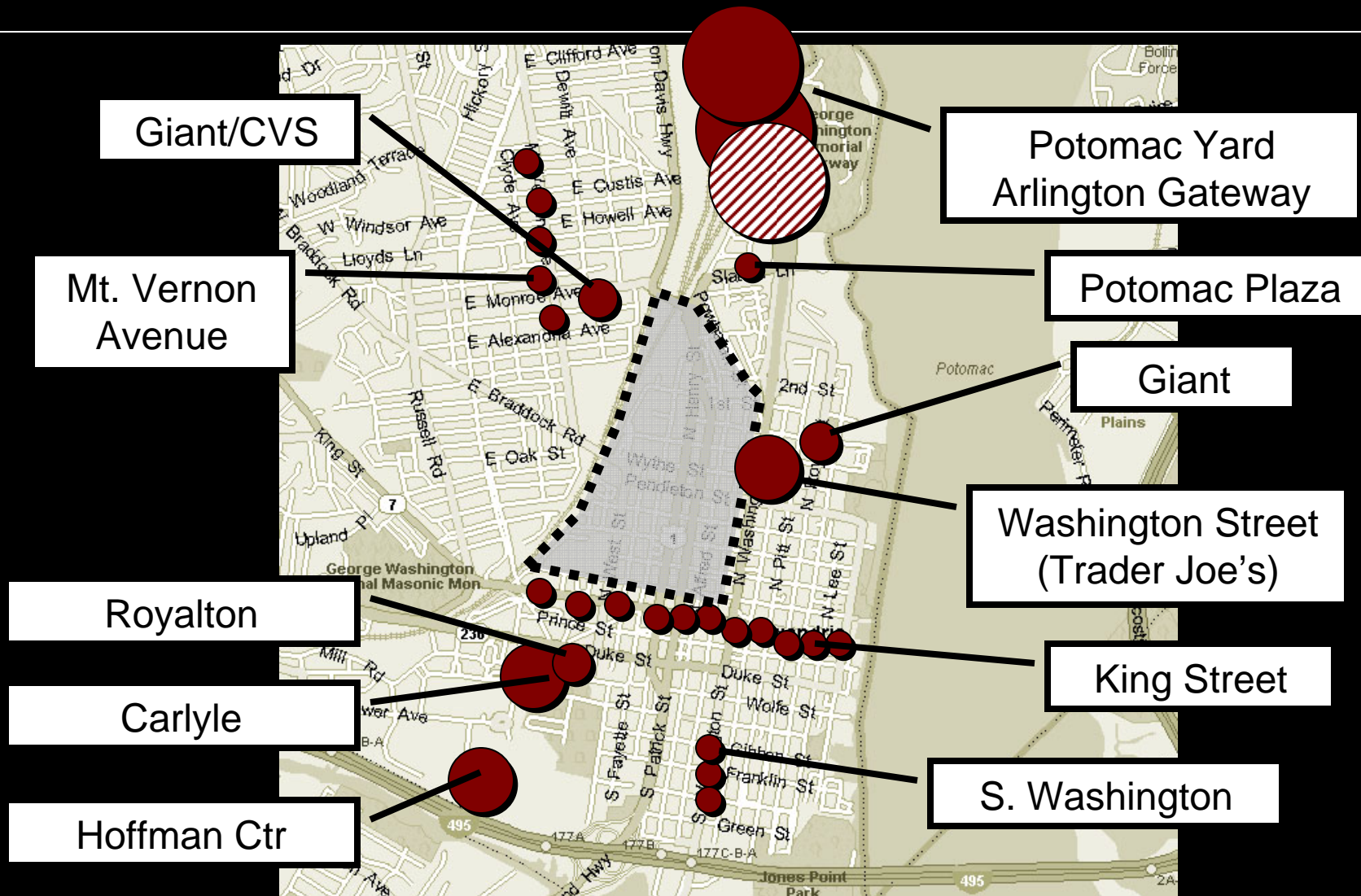
SECONDARY

5,755 Households
\$90,363 Median HH Income

Current Challenges for Braddock Retail

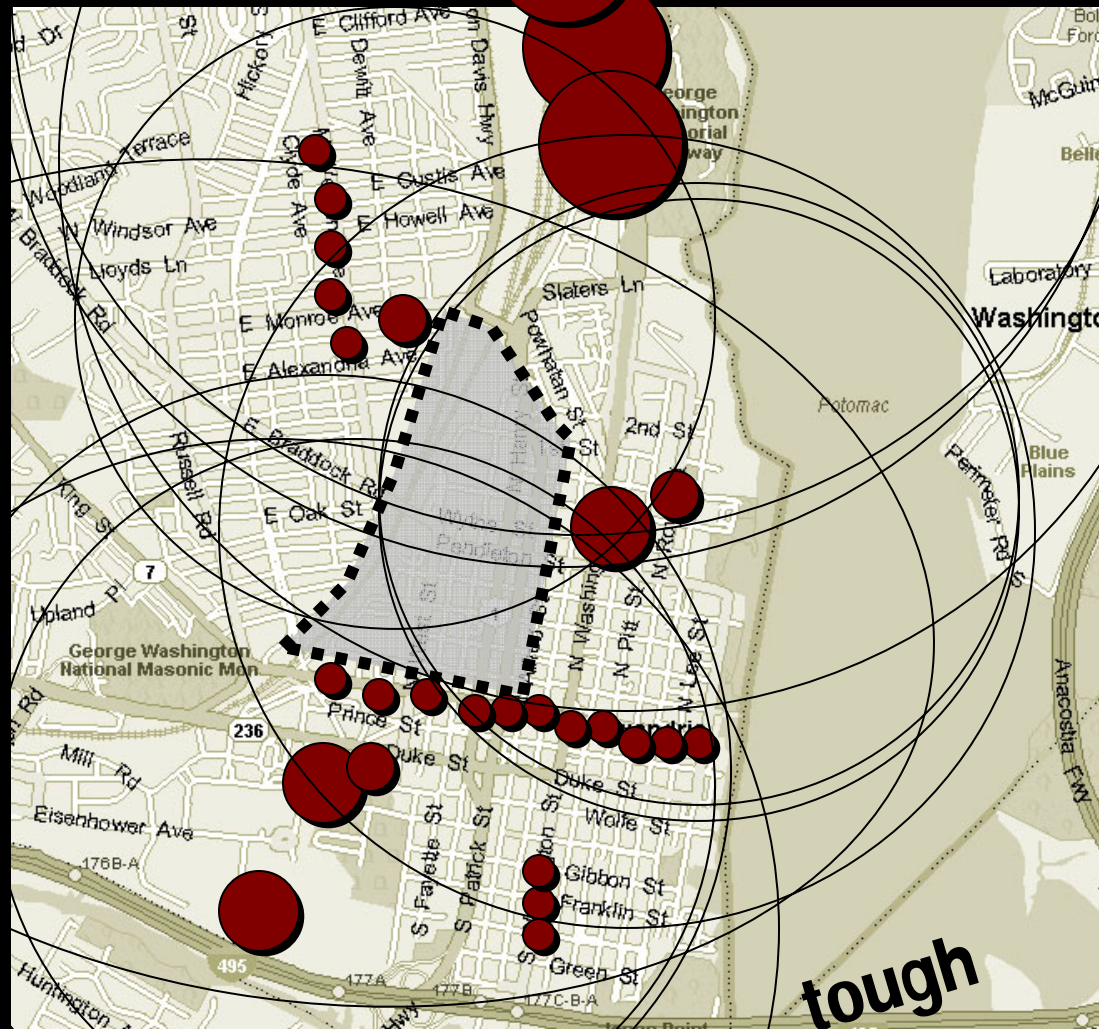
- ❑ Poor Quality Retail Space...
- ❑ ...Distributed Throughout the Neighborhood (Unfocused)
- ❑ Street with the Highest Traffic (Henry)
Difficult for Neighborhood Retail
- ❑ Nearby Retail Competition Is Strong
(and Growing Stronger)

Your Place in the Retail Market



Braddock Metro is surrounded by retail competition.

Your Place in the Retail Market



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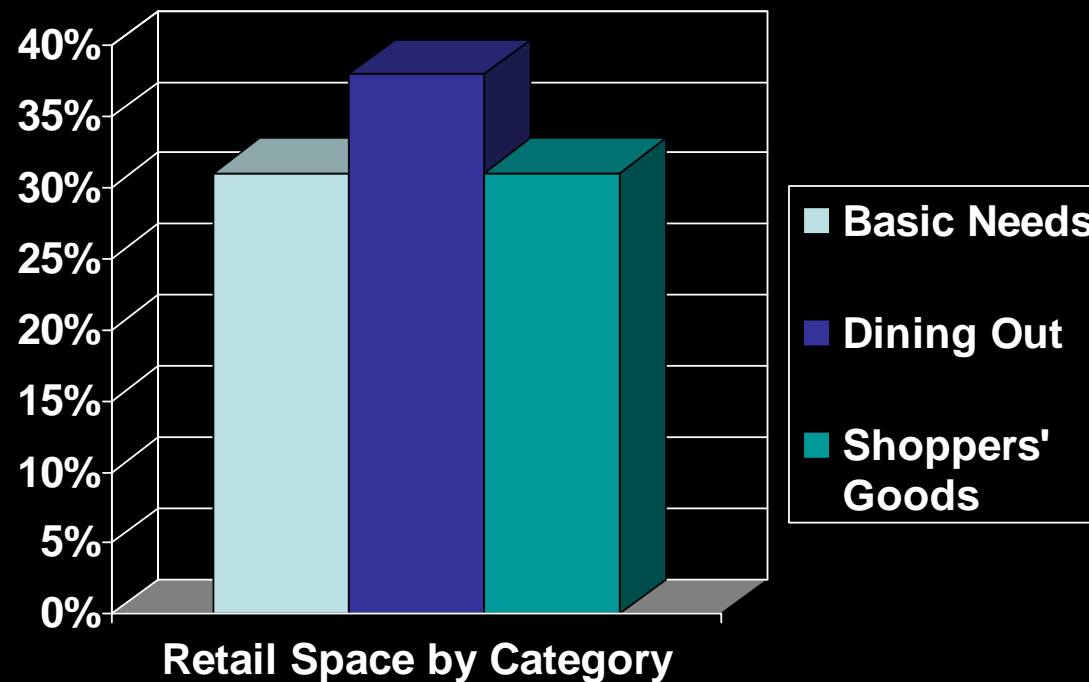
Your Place in the Retail Market



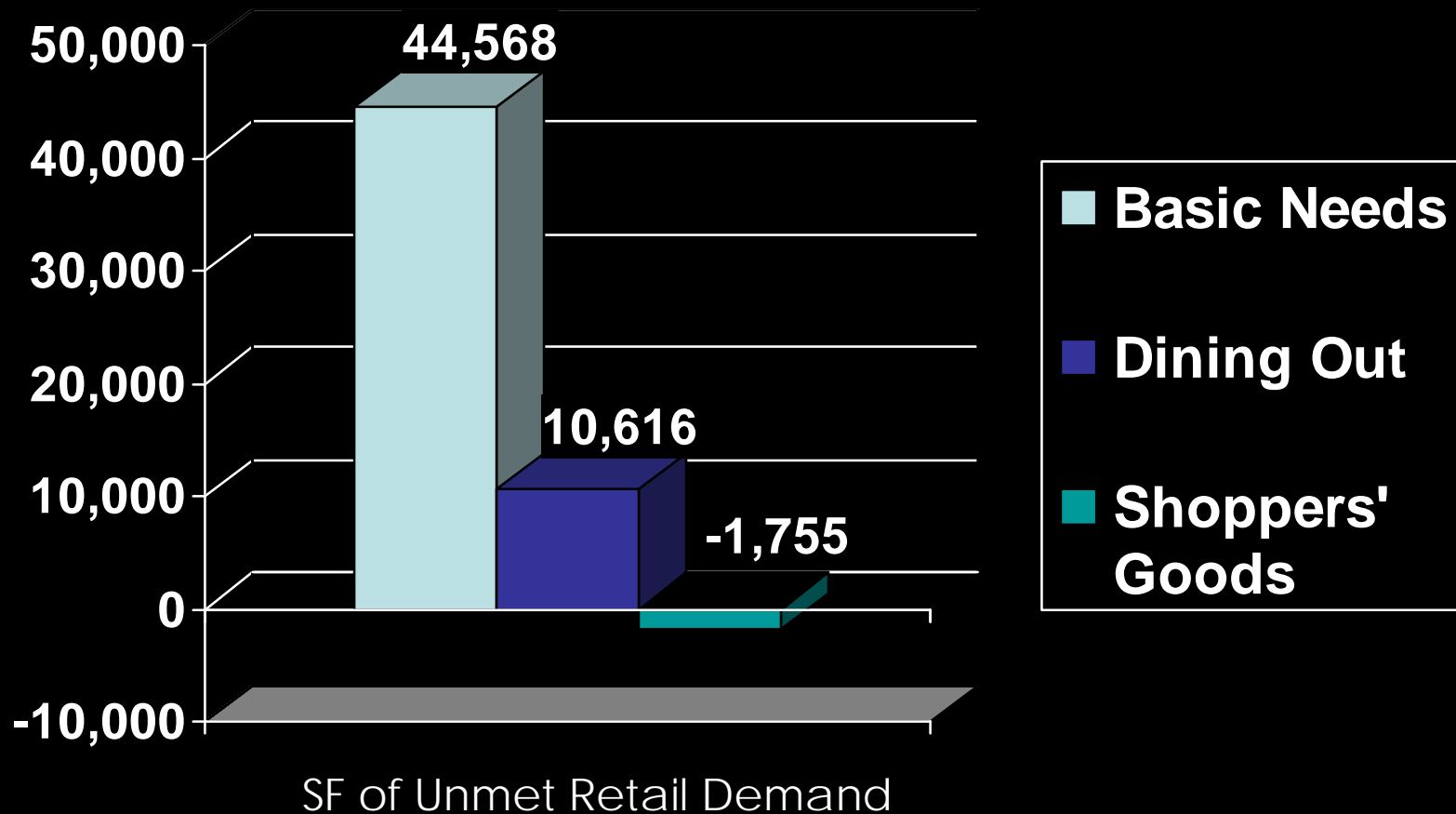
Grocery stores consider you "already served."

Braddock Metro Retail Inventory

Approximately **46,000** square feet of retail space



Braddock Metro Retail Potential



Retail Demand Exists for Basic Needs & Dining Out.

Factors That Enhance Demand

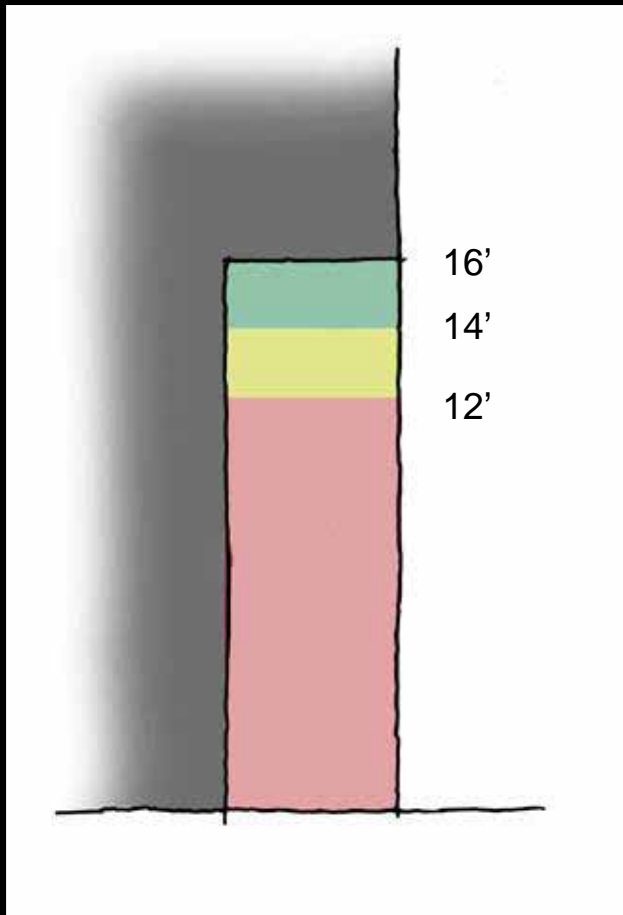
- New Households
(ea. unit = 10 sf. of retail)
- Additional Office Workers
(ea. 1,000 sf of office space = 8 sf. of retail)
*Creates daytime population for restaurants
and cafes.*
- Retail That Focuses
Neighborhood Demand

How to Meet Demand in Braddock

- Improve the Quality of the Available Supply



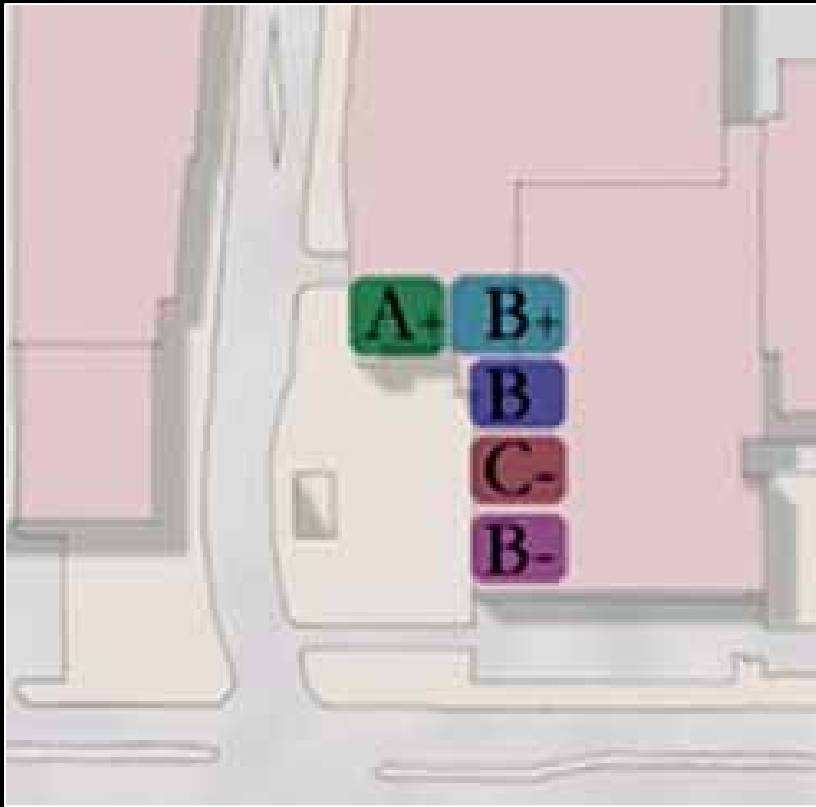
Quality Retail Space: Dimensions



- Height
at least 12 feet
- Bay width
20 to 30 feet
- Depth
45 to 80 feet

Most retailers have specific space requirements.

Quality Retail Space: Visibility/Access



- Visible and Accessible from Well-Traveled Routes
- Easily Accessible from Parking

Purpose of the Retail Analysis

- To Understand Existing Retail Conditions
- To Analyze the Impact of Local Retail Competition on Braddock Metro
- To Find Ways to Improve Existing Retailers' Visibility and Sales
- To Determine Potential for Retail Growth within the Neighborhood
- To Establish Realistic Expectations for the Braddock Metro Neighborhood's Future Retail
- To Recommend Possible Locations and Design Guidelines for (Re)Development that Creates High Quality Retail Space



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