Challenges to Success of Clarksburg Town Center Retail Plan

1. Clarksburg market small and immature
   - Eventual Clarksburg population of 30,000+ supports three planned grocery anchored centers with neighborhood-serving retail (approximately 1 grocery store per 3,500 rooftops or 10,000 residents), but not large quantity of urban, foot-traffic-dependent street-facing retail spaces.
   - Trade area has extremely low density to the north and significant retail competition to the south.
   - Poor performance currently being demonstrated by adjacent Highlands of Clarksburg retail center.

2. Designed as 'destination town center' rather than 'neighborhood town center'
   - Not consistent with neighborhood service/retail nature of outer-suburban location
   - No variety in size or type of retail spaces - all are small (due to shallow depth and grade dictated slab breaks), with no rear truck loading.
   - Too many tenants required to absorb 75,000 square feet of small, front-loaded, street-facing spaces (1,000 - 2,000 square foot units results in approximately 50 tenants)
   - 51 live/work first-floor spaces (approx. 1,400 square feet each) similar to and compete with street-facing retail.

3. Secondary access and visibility
   - Site too far off I-270 and Rt. 355 to draw from a large trade area
   - View of retail area blocked by townhouses
   - Does not meet typical requirements of national tenants

4. Unconventional grocery store
   - Little or no visibility for anchor
   - Parking structure with ramps not conducive to shopping carts or suburban drivers
   - Difficult (described by some as un-workable) truck access and loading

5. Cost of structured parking not supported by market rents

6. Difficult current climate
   - Sluggish residential sales
   - Obstructionist reputation of Montgomery County government
   - Powerful and organized opposition
   - Tarnished reputation of Clarksburg