

# L'Enfant Square **Market and Urban Design Analysis**

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## **Strengths**

- Stable primary trade area population
- Sizable secondary trade area
- High traffic volume

## **Weaknesses**

- Competitive shopping environment
- Difficult retail environment

**Market Analysis**

## Development Potential

12,000 feet of restaurant space

27,800 square feet of convenience and shopper goods

- Hardware Store
- Jewelry
- Clothing
- Up to 3 to 5 restaurants (Locally focused)
- Drug Store
- Convenience Food
- Shoe Store
- Video Store

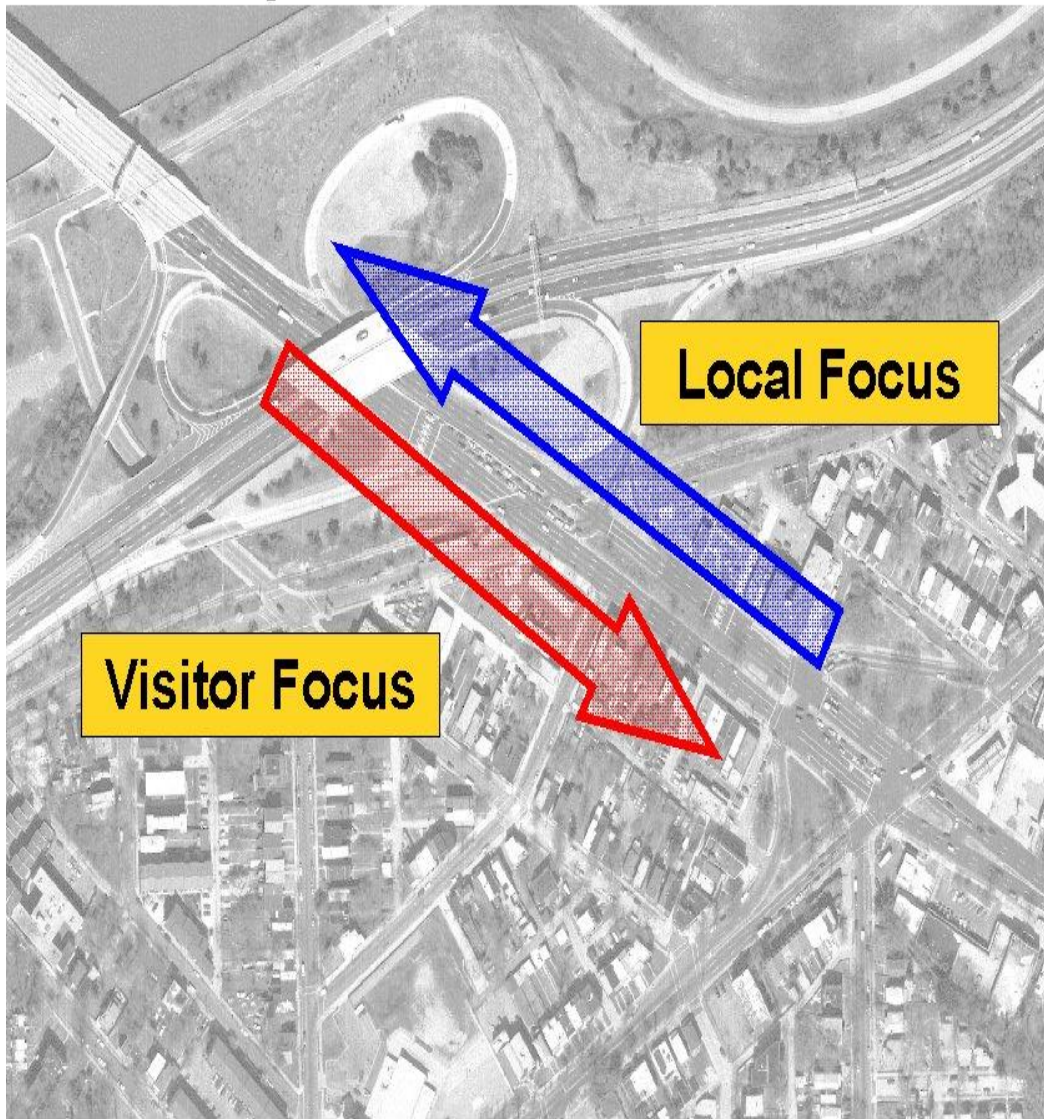
**Market Analysis**

## **Necessary Conditions for Success**

- Critical Mass – sufficient scale to create visible impact
- Location – respond to time/travel patterns
- Parking – ample, visible and secure
- Linkage – readjust traffic flow
- Aggressive Pricing – competitive leasing rates and subsidies
- Extensive Marketing – aggressive business development and recruitment

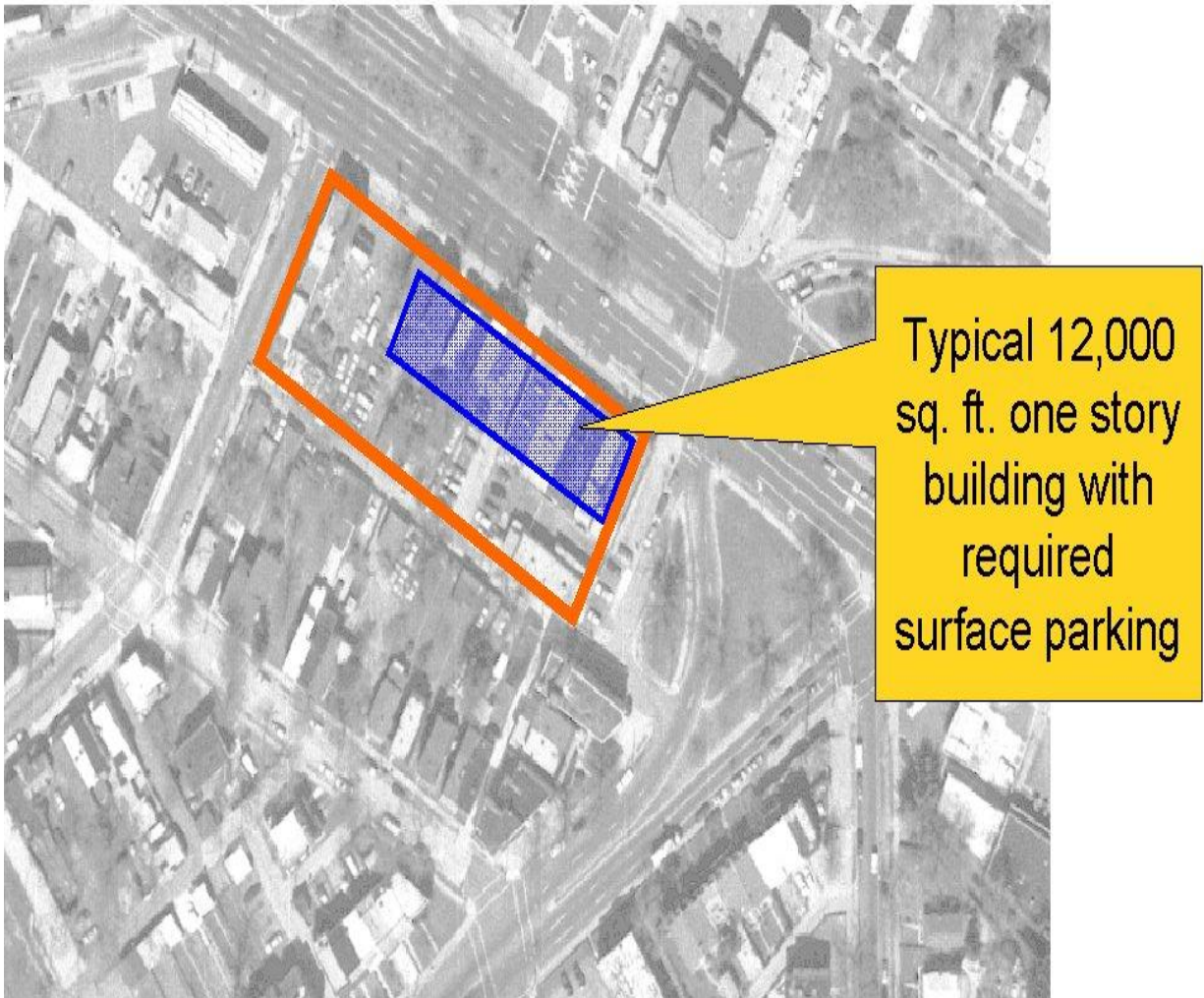
**Market Analysis**

# Respond to Travel/Time Patterns



**Market Analysis**

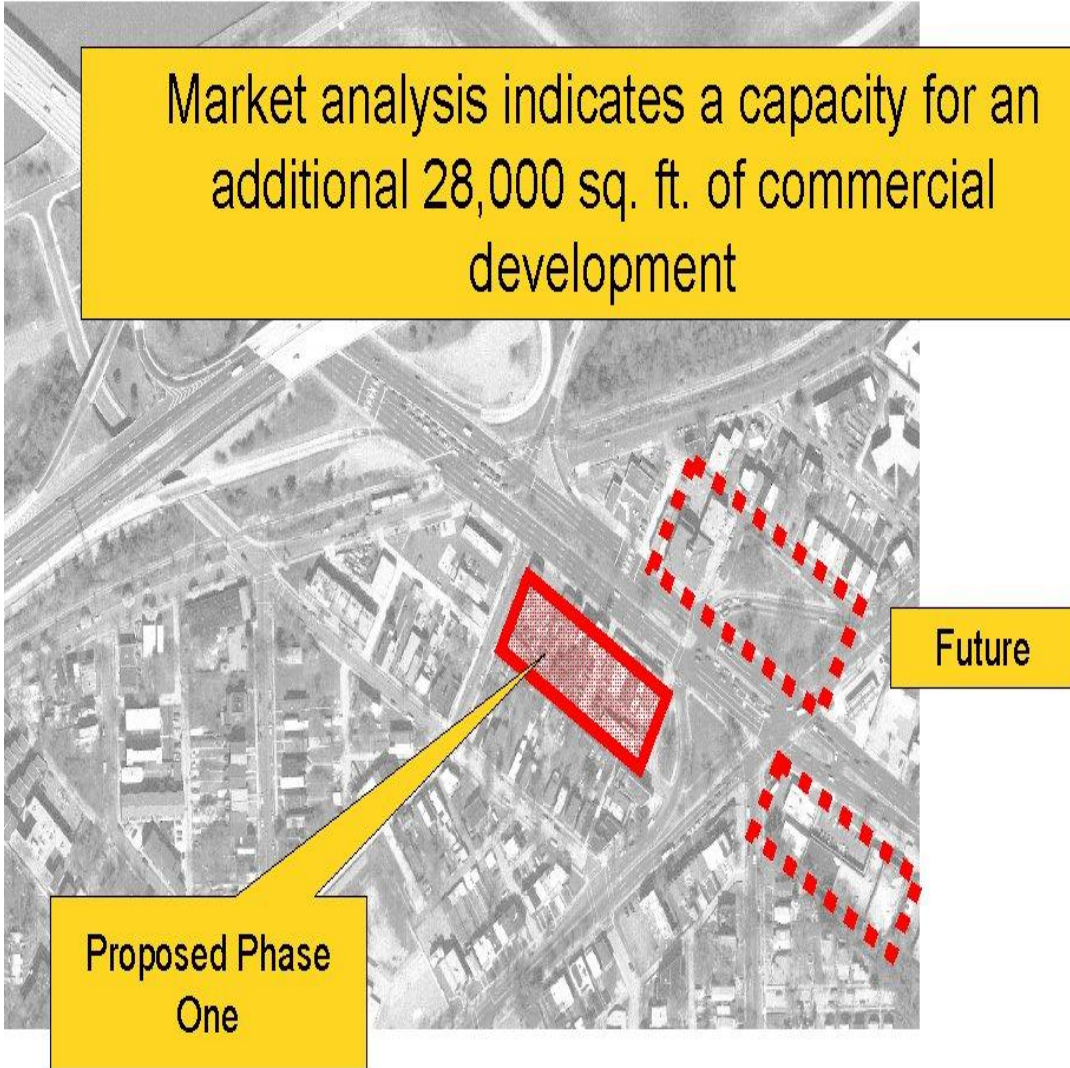
# Critical Mass: Recommended Phase One



**Proposed**

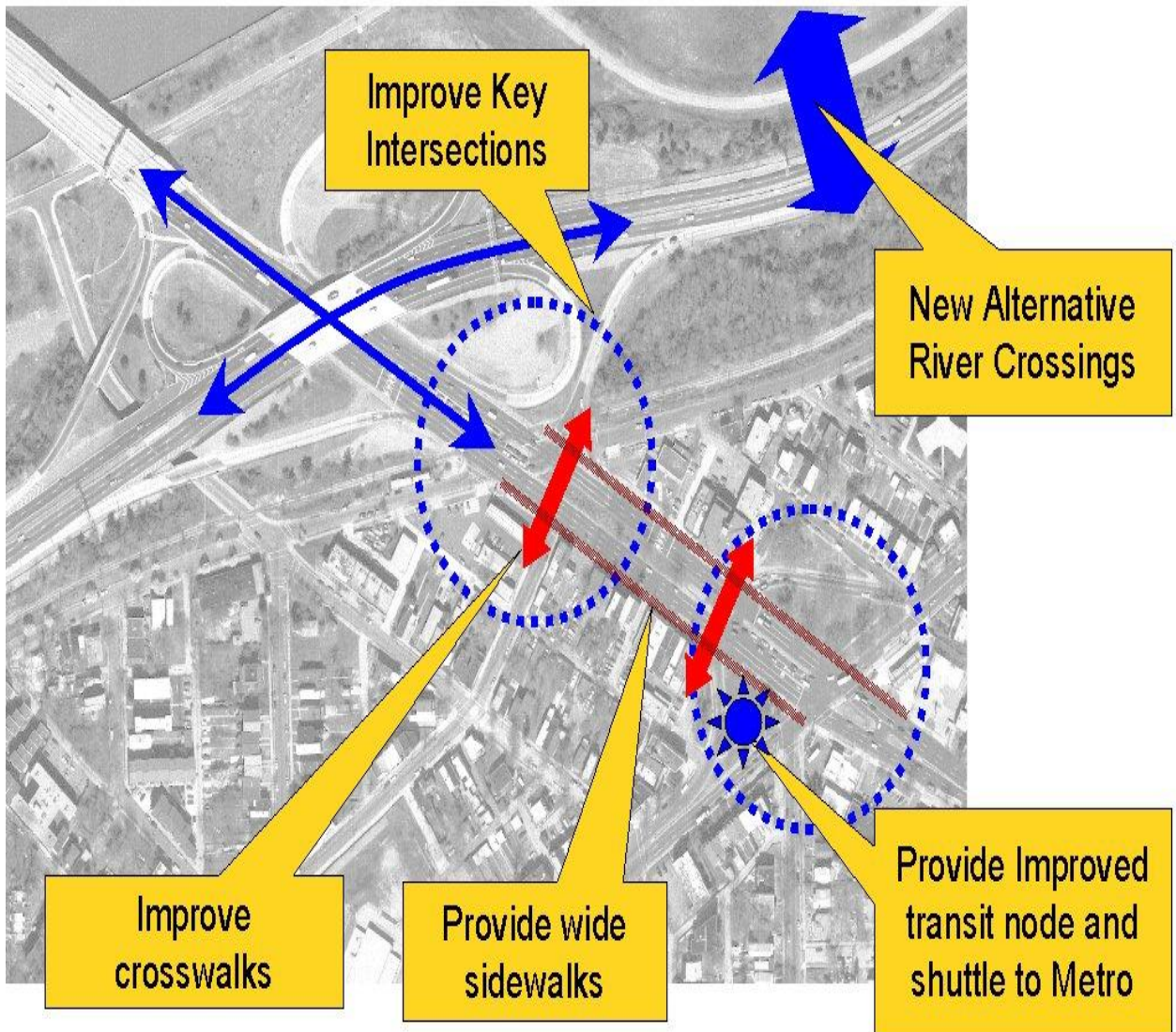
# Future Development Opportunity

Market analysis indicates a capacity for an additional 28,000 sq. ft. of commercial development



**Market Analysis**

# Suggested Infrastructure Improvements



**Proposed**