



MetroShops

Prince George's County Retail Market Analysis

Appendix A

Other Qualitative Performance Metrics

PREPARED BY **RCLCO** FOR M-NCPPC
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Appendix A

OTHER QUALITATIVE PERFORMANCE METRICS

Category	Metric
Day and Time of Day	Fill In
Intersection and Quadrant	Fill In
Type of Center (RCLCO Type)	Choose one
Regional/Super Regional Mall; Lifestyle Center	
Power Center; Community Center	
Neighborhood Center; Strip/Convenience	
Outlets	
Level of Repair/Reinvestment	Choose one
A+	New/Recently Repaired; Exceptional attention to detail
A	New/Recently Repaired; Moderate detail
A-	New/Recently Repaired; Bland
B+	Majority good condition; Minor recurring fixes required (tree trimming, etc.)
B	Majority good condition; Some repairs required (paint touchup, sign lighting)
B-	Majority good condition; 1-2 significant repairs required
C+	Needs repair overall; clean/safe looking (trees trimmed, etc)
C	Needs repair; significant repairs required but well maintained
C-	Needs repair overall; significant repairs required and not well maintained
F/Defunct	Completely run down; Major repair required
Quality of tenants	
National High	Neiman; Whole Foods
National Mid	Trader Joe's; Macy's; TJ Maxx
National Low	JC Penney; Family Dollar; Aldi; Ross
Regional High	Harris Teeter; Arts District; Bethesda Row; Mosaic
Regional Mid	Bulk of Grocery Anchored centers; Giant; CVS
Regional Low	Food Lion/Sav-A-Lot; Dollar Store/discounter
Local High	14th Street; Barracks Row
Local Mid	Dupont Circle
Local Low	Adam's Morgan
Tenant mix	Estimated percentage/number/name
Anchor	
Junior Anchor	
In-line	
Other	
Visibility to pass by traffic	Yes/No
Parallel main road?	
Store signage visible?	
Center signage visible from road?	
At grade with street?	
Ease of Access	Yes/No
Signalized intersection	
Frontage on multiple high traffic roads	
Dedicated Turn Lane	
Street Median	
Multiple points of egress	
Crosswalks at center entrance	
Sidewalks to center	
Landscape/design/signage/street furniture/ped & bike access	Choose one
Well-maintained and new	
Well-maintained, showing age	
Could use improvement but not dilapidated	
Poorly maintained	
Connectivity to nearby land uses	Choose applicable
Single-Family Residential	Integrated, adjacent, nearby, not present
Multifamily Residential	
Office	
Anchor Institution (university, hospital)	
Mixed use	
Transportation hub	
Anchor Vacancy (vs. in-line)	Yes/No
Outparcels	Yes/No
2nd Floor Space	Choose applicable
Retail space	
Storage space for retail below	
Residential	
Office	
Vacant	
None	
Land for expansion/pad sites available	Yes/No

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