



GREATER LYTTONSVILLE SECTOR PLAN

Market Findings Infographic

Surrounding market area characteristics, zip codes **20910 & 20901**



Millennials and empty nesters comprise more than

40% of population



Strong market area: Growth expected

(**4%** annually) in households earning

\$75,000 and up; declines expected

2% annually) for

\$75,000 and below



67% of population likely to consider multifamily living, which is **43%** higher than the County



Over **\$1** billion in consumer expenditures being spent elsewhere, of which businesses in Lyttonsville could capture a share



Larger scale redevelopment is challenged by tightly built-out environment with multiple property owners



Purple Line stations provide contributing, rather than transformative opportunities



Property values with building improvements often exceed redevelopment value



Limited near-term market support for high-rise construction (both Brookville Road and 16th Street/Woodside)



Market Opportunities

INDUSTRIAL:

Strong rents, physical redevelopment challenges, and lack of consolidated ownership lend well to industrial preservation

RETAIL:

Smaller, convenience oriented or hybrid/showroom retail along Brookville Road
Larger, community serving and mixed-use retail along 16th Street /Woodside

RESIDENTIAL:

Infill development and renovations of older properties along Brookville Road
Appeal of Capital Crescent Trail, schools, parks, create potential for greater residential diversity around Brookville Road
Proximity to Silver Spring supports higher density, mid-to-high-rise apartments or townhomes around Woodside/16th St.

INSTITUTIONAL:

Long-term potential: Large institutional uses make large-scale redevelopment along Brookville Road challenging

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