

# Balancing Public Health & Revenue Enhancement

Highlighting Potential Customer Base and Shopping Centers Outside of a 2-Mile Radius from Existing County Liquor Stores\* to Aid in New Store Site Selection

*\* In accordance with Maryland Code Article 2B, Section 2-301(g), the Montgomery County Department of Liquor Control operates retail outlets for the sale of liquor*

Liquor Stores			
Name	Population Within 2 Miles	Pop. NOT Within 2 Miles of an Existing DLC Store	Percentage of Pop. Outside of 2 Mile Radius
Gaithersburg Square	53,704	10,310	19
Montgomery Village Plaza	51,192	10,419	20
Diamond Square Shopping Center	50,599	9,683	19
Lakeforest Mall	50,082	10,945	22
Great Beginnings Shopping Center	45,281	11,310	25
Flower Hill Shopping Center	43,894	10,522	24
Wildwood Shopping Center	39,920	10,865	27
Route 124 Plaza	37,142	9,891	27
Redmill Center	30,026	10,610	35
Briggs Chaney MarketPlace	28,718	15,802	55
Colesville Center	27,187	11,834	44
MacArthur Plaza	12,703	9,086	72
Ridgeview Center	9,611	9,611	100
Damascus Center	7,956	7,956	100
Laytons Village Shopping Center	7,833	3,655	47
Ashton Village	7,156	4,189	59
Poolesville Towne Center	5,208	5,208	100
Poolesville Plaza	5,204	5,204	100

Shopping Centers Outside 2 Miles of DLC Stores			
Name	Population Within 2 Miles	Pop. NOT Within 2 Miles of a DLC Store	Percentage of Pop. Outside of 2 Mile Radius
Gaithersburg Square	53,704	10,310	19
Montgomery Village Plaza	51,192	10,419	20
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Poolesville Towne Center	5,208	5,208	100
Poolesville Plaza	5,204	5,204	100

Legend

DLC Liquor Stores

Shopping Centers Greater Than 2 Miles from a DLC Store

Drivers Greater Than 2 Miles from a DLC Store

Drivers Within 2 Miles of a DLC Store

Area Within 2 Miles of Shopping Centers

Area Within 2 Miles of DLC Stores

Overlap of 2-Mile Areas

NOTE:  
While the minimum legal age for consumption and purchase of alcohol in the State of Maryland is 21 years, and the minimum age for obtaining a drivers' license is 16.5 years, driver license rolls were considered the most readily-available representation of the adult population for this study

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Montgomery County, MD  
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