

Introduction

The City of Charlottesville’s Office of Economic Development has concluded its 32nd vacancy study. First conducted in July 2008, this study provides a detailed glimpse into the economic health of the City. This report only studies retail properties within the six City shopping centers: Barracks Road, Downtown Mall, McIntire Plaza, Preston Plaza, Seminole Square, and The Corner.

Definitions

For the purposes of this survey:

The **Downtown Mall** was defined as the 8-block pedestrian mall, including storefronts on Main Street, the side streets, the south side of East Market Street, the north side of Water Street and the storefronts in the CODE Building. **The Corner** was defined as all commercial establishments on the seven blocks between Madison Lane (Bank of America) and 12 ½ Street Southwest (Graduate Hotel), including side streets such as Elliewood Avenue. As of the July 2014 study, the storefronts on the block of 14th Street to its intersection with Wertland Street have also been included as part of The Corner. **Barracks Road, McIntire Plaza, Preston Plaza, and Seminole Square** were each defined as the group of commercial buildings that self-identified as a member of the shopping center.

Methodology

This study examines only the ground-level retail storefronts at the six major shopping centers, so vacancies on the second floor and higher are not included. Not all vacant buildings are included in the vacancy rate provided below. Storefronts that are unoccupied due to renovations were not considered vacant if there are plans for occupancy once the renovations are complete. In addition, storefronts that are vacant but have a lease pending/approved were not considered vacant. Finally, vacant office spaces are not counted as part of the study; however, properties that are flex spaces are included. OED worked with business owners, property owners, and real estate leasing companies to determine vacancy status of several properties.

Overview

Location	# of Stores	Vacancies		Vacancy Rate	
		Jul-23	Jan-24	Jul-23	Jan-24
Barracks Road	84	6	7	7.14%	8.33%
Downtown Mall	191	11	6	5.79%	3.14%
McIntire Plaza	59	0	1	0.00%	1.69%
Preston Plaza	10	0	0	0.00%	0.00%
Seminole Square	45	7	2	15.55%	4.44%
The Corner	61	2	3	3.27%	4.91%
TOTAL:	450	33	19	7.21%	4.22%

Downtown Mall

The vacancy rate for the Downtown Mall has dropped to **3.14%** since the July 2023 study. Based on the established criteria, the number of vacant storefronts is 6 out of 191 total storefronts. Below is a table displaying vacancy data from the streets that make up the Downtown Mall area from July 2023 to January 2024.

Area	# of Stores	Vacancies		Vacancy Rate	
		Jul-23	Jan-24	Jul-23	Jan-24
Main Street & Side Streets	149	8	4	5.40%	2.68%
Market Street (South Side)	22	2	1	9.09%	4.55%
Water Street (North Side)	20	1	1	5.00%	5.00%
TOTAL:	191	11	6	5.79%	3.14%

Since the study was conducted in July 2023, the following are new or planned occupancies on the Downtown Mall:

- 107-111 East Main Street (*Bonney and Read*)
- 400 East Main Street (*future UVA Credit Union*)
- 411 East Main Street (*The Beautiful Idea*)
- 422 East Main Street (*future Quisine*)
- 224 West Main Street (*The Wich Lab*)
- 112 2nd Street NE (*The Botanique & Co.*)

The following locations are considered vacant:

- 218 West Main Street (*CODE Retail*)
- 201 East Water Street (*proposed Dewberry Hotel*)
- 316 East Main Street (*formerly Silverchair*)
- 310 East Main Street (*formerly Vita Nova*)
- 425 East Main Street (*formerly Draft Taproom*)
- 200 West Market Street (*formerly Fellini's*)

For the purposes of this study, 308 East Main Street (*formerly Cville Weekly*) was not included in the Downtown Mall vacancy rate due to its primary use as an office space.

Barracks Road

Since the July 2023 vacancy study, Barracks Road Shopping Center has seen a handful businesses leave and several new businesses open. The following are new or planned occupancies at Barracks Road:

- 945-B Emmet Street N (*future Bath & Body Works*)
- 1100 Emmet Street N (*future Playa Bowls*)
- 1125 Emmet Street N (*American Eagle*)
- 1127 Emmet Street N (*Aerie*)
- 2146 Barracks Road (*future expansion of Phenix Salon Suites*)

The following locations are considered vacant:

- 975-A Emmet Street N (*formerly Bed Bath & Beyond*)
- 1025 Emmet Street N (*formerly Fink's Jewelers*)
- 1101 Emmet Street N (*formerly Chocolatesville*)
- 1111 Emmet Street N (*formerly SimplyMac*)
- 1141 Emmet Street N (*formerly Rebeccas Natural Food*)
- 2136 Barracks Road (*formerly Lily Pulitzer*)
- 2142 Barracks Road (*formerly Mahana Fresh*)

McIntire Plaza

McIntire Plaza has seen miniscule change since the July 2023 vacancy study, and currently has a single vacancy at 1745 Allied Circle, Suite B (*formerly RCRC Cryotherapy/Chill Cville*). Given the location and attractive lease rates, the current vacancy is expected to be filled quickly, although no new tenant has been announced as of the time of the report. McIntire Plaza currently has a **1.69%** vacancy rate, which is anticipated to drop back to **0.00%** in the next report.

Preston Plaza

Preston Plaza remains at a **0.00%** vacancy rate, which has been unchanged since January 2021.

Seminole Square

Due to the publicly-announced mixed-use development project slated for Seminole Square, OED has removed several vacant buildings from consideration in this study. The following locations are not included:

- 220 Zan Road (*formerly Giant Foods*)
- 331 Hillsdale Drive (*formerly Party Starts Here*)
- 361 Hillsdale Drive (*unknown tenant*)
- 363 Hillsdale Drive (*formerly MyKonos Café*)
- 367 Hillsdale Drive (*formerly Performance Bikes*)
- 369 Hillsdale Drive (*formerly CiCi's Pizza*)
- 375 Hillsdale Drive (*unknown tenant*)
- 381 Hillsdale Drive (*formerly Performance Bikes #2*)
- 393 Hillsdale Drive (*formerly Big Lots*)

Since the study was conducted in July 2023, the following are new or planned occupancies in Seminole Square:

- 167 Seminole Court (*future Minerals & Mystics*)
- 188 Zan Road (*Physician Engineered Products*)
- 190 Zan Road (*Super Bit Video Games Cville*)

The following locations are considered vacant:

- 183 Seminole Court (*unknown tenant*)
- 185 Seminole Court (*formerly Kim's Hair Salon*)

The Corner

While the vacancy rate has risen slightly to **4.91%** (previously **3.28%**), retail locations at The Corner continue to demonstrate benefit from proximity to the University of Virginia and the UVA Hospital system. Since the July 2023 vacancy study, various businesses have closed while others have opened or are preparing to do so. The following are new or planned tenants in The Corner:

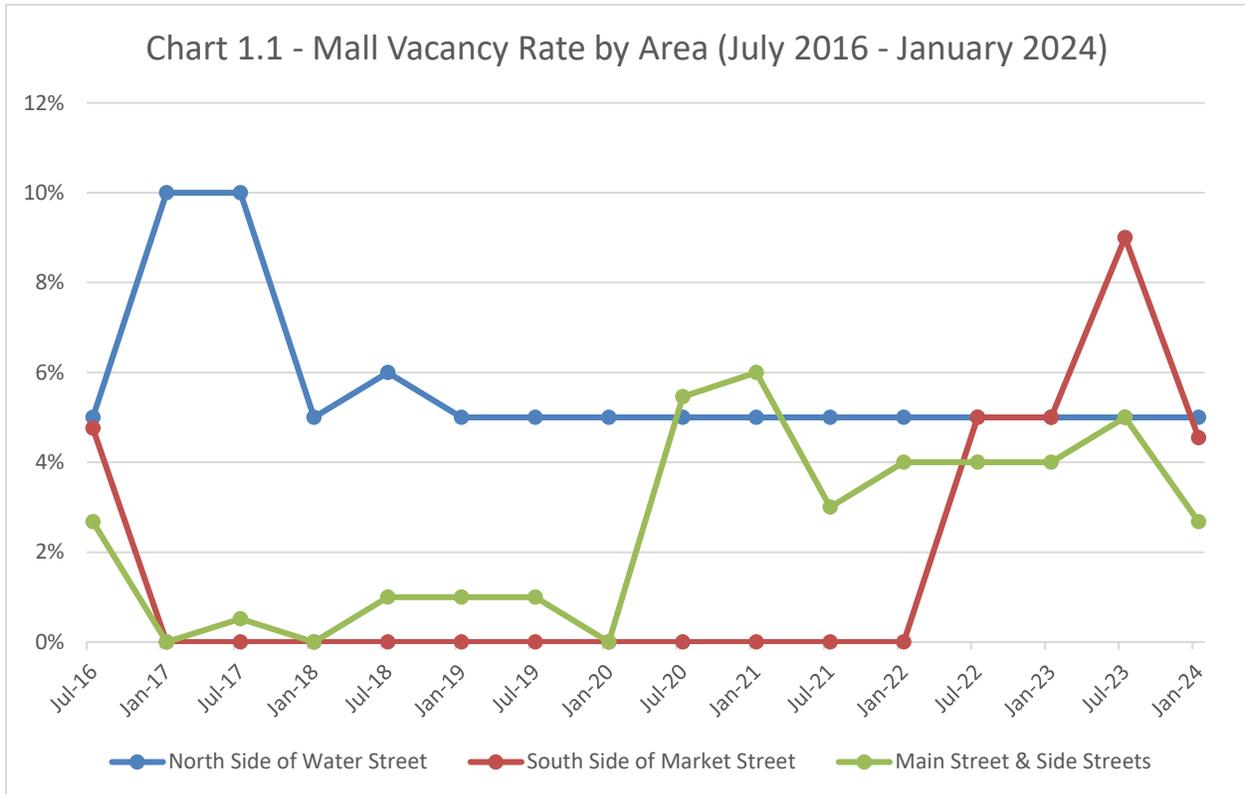
- 1427 University Avenue (*future Littlejohn's*)
- 1519 University Avenue (*Raising Cane's*)

The following locations are currently considered vacant:

- 104 14th Street NW (*unknown tenant*)
- 9 Elliewood Avenue (*formerly Hack Cville*)
- 11 Elliewood Avenue (*formerly The Pigeon Hole*)

Appendix

Appendix 1



Barracks Road: Vacant Storefronts

<p>975-A Emmet Street N Formerly Bed Bath & Beyond Est. Vac: 1 .5 years</p> 	<p>1025 Emmet Street N Formerly Fink's Jewelers Est. Vac: 6 months</p> 	<p>1101 Emmet Street N Formerly Chocolatesville Est. Vac: June 2022</p> 	<p>1111 Emmet Street N Formerly SimplyMac Est. Vac: August 2022</p> 	<p>1141 Emmet Street N Formerly Rebecca's Natural Food Est. Vac.: 6 months</p> 
<p>2136 Barracks Road Formerly Lily Pulitzer Est. Vac: 3 years</p> 	<p>2142 Barracks Road Formerly Mahana Fresh Est. Vac: 1.5 year</p> 			

Barracks Road: Planned + New Occupancy

<p>945-B Emmet Street N Future Bath and Body Works Opening Winter 2024</p> 	<p>1100 Emmet Street N Future Playa Bowls Opening February 2024</p> 	<p>1125 Emmet Street N American Eagle Opened Fall 2023</p> 	<p>1127 Emmet Street N Aerie Opened Fall 2023</p> 	<p>2146 Barracks Road Phenix Salon Suites Opening TBD</p> 
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McIntire Plaza: Vacant Storefront

1745 Allied Circle, Suite B
Formerly RCRC Cryotherapy
Est. Vac: 6 months



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Seminole Square: Vacant Storefronts

<p>183 Seminole Court <i>Unknown Tenant</i> Est. Vac: Unknown</p> 	<p>185 Seminole Court <i>Formerly Kim's Hair Salon</i> Est. Vac: Unknown</p> 			
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Seminole Square: Planned + New Occupancy

<p>167 Seminole Court <i>Future Minerals & Mystics</i> Opening TBD</p> 	<p>188 Zan Road <i>Physician Engineered Products</i> Opened Fall 2023</p> 	<p>190 Zan Road <i>Super Bit Video Games Cville</i> Opened Fall 2023</p> 		
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The Corner: Vacant Storefronts

104 14th St. NW
Formerly Unknown
Est. Vac: Unknown



9 Elliewood
Formerly Hack Cville
Est. Vac: 6 months



11 Elliewood
Formerly The Pigeon Hole
Est. Vac: Unknown



The Corner: Planned + New Occupancy

1427 University Avenue
Future Littlejohns
Opening Spring 2024



1517 University Avenue
Raising Cane's
Opened Fall 2023

