



COMMERCIAL PROPERTY VACANCY REPORT – JANUARY 2021

Introduction

Understandably, the entire City of Charlottesville continues to feel the impact caused by the COVID-19 pandemic and the retail property environment remains no different. In Charlottesville, four of the City's six shopping centers experienced a vacancy rate increase since the July 2020 study. Barracks Road Shopping Center increased to 11.49%, the Downtown Mall rose to 5.32%, The Corner is now at 4.92%, and Preston Plaza increased to 25.00%. Seminole Square's vacancy rate decreased to 16.98% while McIntire Plaza continued to have a 0.00% vacancy rate. Altogether, the City of Charlottesville's January 2021 vacancy rate is 7.66%, a slight increase since the July 2020 study, with a vacancy rate of 6.73%.

Downtown Mall

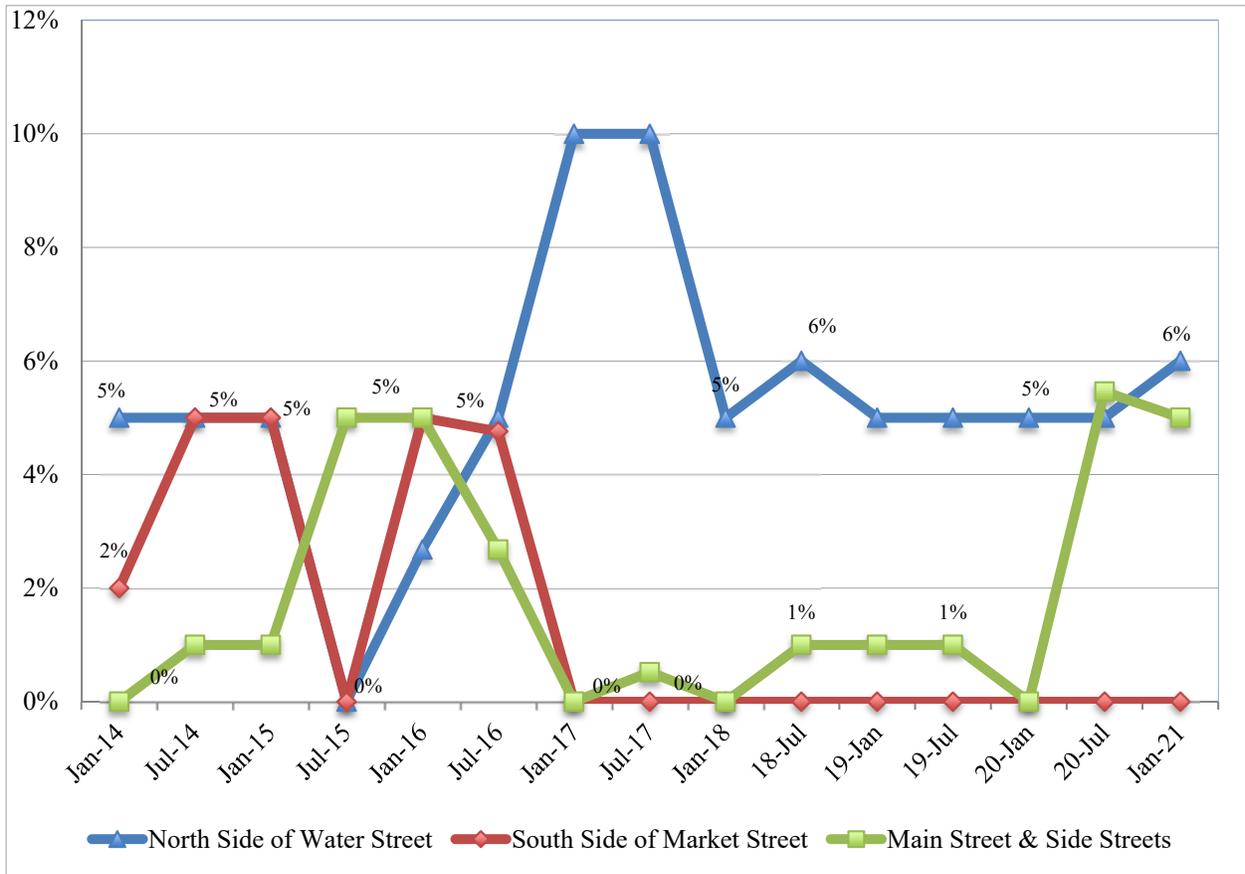
As established, the vacancy rate for the Downtown Mall has increased to 5.32% since the July 2020 study (4.73%). Based on the definition of vacant, the number of unoccupied storefronts was found to be nine out of 188 storefronts. Below is a table displaying vacancy data from the streets that make up the Downtown Mall area from July 2020 and January 2021.

Area	Total # of Stores	Vacancies		Vacancy Rate	
		Jul-20	Jan-21	Jul-20	Jan-21
Main Street & Side Streets	144	8	9	5.48%	6.25%
South Side of Market Street	22	0	0	0.00%	0.00%
North Side of Water Street	20	1	1	5.00%	5.00%
Total	188	9	10	4.73%	5.32%

With ten qualifying vacant storefronts out of 188, the Downtown Mall displays a vacancy rate that is significantly lower than the 9.00% peak rate found in both July 2009 and January 2010, during the height of the recession. These trends can be seen in the graph on the following page (Chart 1.1).

Chart 1.1 depicts the Downtown Mall vacancies divided into three main areas: Main Street and the mall side streets, the south side of Market Street, and the north side of Water Street. There were eight vacancies found on Main Street and the side streets; 114 4th Street (formerly Omo Tattoo & Massage), 321B E. Main Street (The Impeccable Pig), 407 E. Main Street (formerly Wine & Design), 411 E. Main Street (formerly The Shoe Store Next Door), 413 E. Main (formerly Boutique Boutique), 508 E. Main Street (formerly Joseph, Joseph, and Joseph), 107 W. Main Street (formerly Spring Street), 118 W. Main Street B (formerly J. Fenton Gifts) and 201 W. Main Street (formerly The Downtown Grille). The only vacancy on Water Street continues to be at 201 E. Water Street. No vacancies were found on the south side of Market Street.

CHART 1.1 Mall Vacancy Rate by Street 01/2014 – 1/2021



New Since Last Study

The Downtown Mall, even during this unusual period, experienced new activity, with many locations open for business and some scheduled to be occupied. 420 E. Main Street Ste A (formerly Chakra Healing) is now occupied by the Conscious Capitalist Foundation and 420 E. Main Street Ste B (formerly Bend Yoga) is now Big Brothers Big Sisters of the Central Blue Ridge. Since both of those locations are not considered retail, this decreases the number of eligible properties for purposes of this study. Additionally, 317 E. Main (formerly Splendor’s) and 110 4th NE (formerly Derriere de Soie) are undergoing renovations and the owners will announce plans soon for those space. Finally, Newtown Fitness Club has opened in the former space of Cville Smoke Shop at 108 4th Street NE.

Other Charlottesville Shopping Centers

In addition to the Downtown Mall, five other shopping areas were studied: Barracks Road Shopping Center, The Corner, McIntire Plaza, Preston Plaza, and Seminole Square. Combined, the total vacancy for all shopping centers, excluding the Downtown Mall, is 9.27%, which is well below the national average of 13.90% (forecasted in October 2019)¹.

Barracks Road Shopping Center’s vacancy rate has increased, with ten vacancies (11.49%) since the last study in July 2020 (10.34%). Vacancies were found at 973 Emmet St Ste A (formerly Zinburger), 1044 Emmet Street (formerly J Pedal), 1100 Emmet (formerly Cavalier Tobacco), 1127A (formerly Francesca’s),

¹ www.statista.com, “Forecast of retail vacancy rates in the U.S. 2019-2020.”

1133 Emmet Street (formerly Brixx Pizza), 1137 Emmet Street (formerly CVS), 1143 Emmet Street (formerly Bubbles) and 1931 B Arlington Blvd. In North Barracks Shopping Center, 2130 Barracks Road is vacant after Sweet Frogs closed and 2136 Barrack Road is now vacant after Lilly Pulitzer closed. Penelope moved in at 945B Emmet Street, and their former space at 2146 Barracks Road #20 is undergoing renovations and is not for lease. Vintage Fox has opened up at 1107A Emmet Street, in the space formerly occupied by Bevello.

The Corner's rate increased to three vacancies (4.92%) for this study. 105 14th Street is vacant, as Armando's has closed. Additionally, 107 14th Street is available for lease and 109 14th Street remains vacant as Basil closed. Auntie Anne's has opened in the former Arch's location at 104 14th St NW #1.

One of the most stable areas has experienced an increase in vacancies. Preston Plaza has two of eight locations vacant as Breadworks and Shooters Billiards have closed. While the 25% vacancy rate is high, this is the first time in over 16 studies this location has experience a vacancy rate higher than 0.00%.

McIntire Plaza continued to hold at a 0.00% vacancy rate, the same since July 2018. Build out continues on over 30,000 square feet of new commercial space but since construction is not fully complete, only the three occupied retail storefronts were added to the total number of available spaces.

Finally, Seminole Square's vacancy rate has decreased to nine vacancies (16.98%). The former planned Kroger remains vacant at 220 Zan Road, and stores along the north end of the shopping center are now counted as part of this study since the Hillsdale Drive Extension construction project has been completed. 100 Zan Road (formerly Chili's), 188 Zan Road (formerly Laughing Sheep Yarn), 190 Zan Road (formerly GNC), and 234 Zan Road (formerly Performance Bikes) remain vacant. 260 Zan Road (formerly Big Lots) is being used as a temporary COVID-19 vaccination site but the space is still counted as vacant for purposes of this study. In the north wing of Seminole Square, 165 and 167 Seminole Court are currently vacant. The final vacancy is at 366 Hillsdale Drive, the former Cortiva School of Massage location. New since the last study is The Barbers Den at 169 Seminole Court (opening soon) and Express Grocery Store at 198 Zan Road (now open).

Table 1.2 provides an overview of the vacancy counts and rates in the six shopping centers. Overall, vacancy rates across these six commercial areas slightly increased in January 2020 to 6.95% in July 2020 to 6.98% in this study.

For a visual depiction of the vacancies and planned/new occupancies on the Downtown Mall and in non-Downtown Mall shopping centers, please refer to the attached table including vacant storefronts and planned/new occupancy for January 2021. For a map detailing the surveyed areas, please refer to the attachment *Vacancy Report Study Areas*.

TABLE 1.2 VACANCY TOTALS & RATES - ALL SHOPPING CENTERS January 2020, July 2020 & January 2021							
Area	Total # of Stores	Vacancies			Vacancy Rate		
		Jan-20	Jul-20	Jan-21	Jan-20	Jul-20	Jan-21
Downtown Mall	188	1	9	10	0.53%	4.73%	5.32%
Barracks Road	87	8	9	10	9.20%	10.34%	11.49%
The Corner	61	1	2	3	1.64%	3.28%	4.92%
Preston Plaza	8	0	0	2	0.00%	0.00%	25.00%
Seminole Square	53	10	10	9	18.87%	18.87%	16.98%
McIntire Plaza	50	0	0	0	0.00%	0.00%	0.00%
Total	444	20	30	34	4.44%	6.73%	7.66%

The following criteria were used to determine the vacancy rate in Charlottesville shopping centers:

- Only ground level storefronts were counted.
- 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 and the north side of Water Street. 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. Seminole Square, Barracks Road, McIntire Plaza, and Preston Plaza were each defined as the group of commercial buildings that self-identified as a member of the shopping center.
- Storefronts that are unoccupied due to renovations were *not* considered vacant if there are plans for occupancy once the renovations are complete.
- Storefronts that are vacant but have a lease pending/approved were *not* considered vacant.

Vacant Downtown Mall Storefronts & Planned/New Occupancy – July 2020

Downtown Mall: Vacant Storefronts

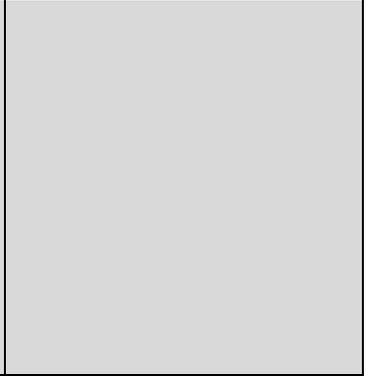
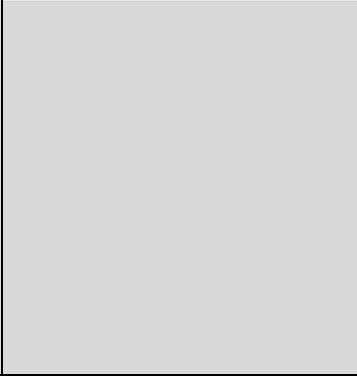
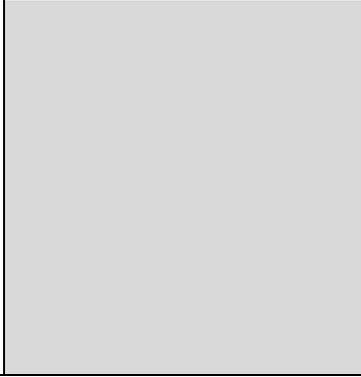
<p>201 E. Water Street <i>Planned Dewberry Hotel</i> Est. Vac: 10.5 years</p> 	<p>114 4th Street <i>Former Omo Tattoo & Massage</i> Est. Vac: 3 months</p> 	<p>321 B E. Main Street <i>Former Impeccable Pig</i> Est. Vac: 6 months</p> 	<p>407 E. Main Street <i>Former Wine & Design</i> Est. Vac: 6 months</p> 	<p>411 E. Main Street <i>The Shoe Store Next Door</i> Est. Vac: 3 months</p> 
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Downtown Mall: Vacant Storefronts

<p>413 E. Main Street <i>Former Boutique Boutique</i> Est. Vac: 3 months</p> 	<p>107 W. Main Street <i>Former Spring Street Studio</i> Est Vac: 11 months</p> 	<p>118 W. Main Street B <i>Former J. Fenton Gifts</i> Est Vac: 1 year</p> 	<p>201 W. Main Street <i>Former Downtown Grille</i> Est Vac: 7 months</p> 	<p>508 E. Main Street <i>Formerly Joseph, Joseph, and Joseph</i> Est Vac: 4 months</p> 
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Downtown Mall: Planned/New Occupancy

108 4th Street
Newton Fitness Club
Now Open



Vacant Non-Downtown Mall Storefronts & Planned/New Occupancy January 2021

Barracks Road: Vacant Storefronts

<p>1931 B Arlington Blvd <i>Newly Remodeled Space</i> Est. Vac: 3 years</p> 	<p>2136 Barracks Road <i>Former Lilly Pulitzer</i> Est. Vac: 5 months</p> 	<p>1143 Emmet Street N <i>Former Bubbles Salon</i> Est. Vac: 3 months</p> 	<p>1100 Emmet Street N <i>Former Cavalier Pipe & Tobacco</i> Est. Vac: 2 years</p> 	<p>2130 Barracks Road <i>Former Sweet Frogs</i> Est. Vac: 6 months</p> 
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Barracks Road: Vacant Storefronts

<p>1137 Emmet Street <i>Former CVS</i> Est. Vac: 1 year</p> 	<p>1133 Emmet Street <i>Former Brixx Pizza</i> Est. Vac: 1 year</p> 	<p>1044 Emmet Street <i>Former J Petal</i> Est. Vac: 1.5 years</p> 	<p>973 Emmet Street <i>Former Zinburger</i> Est. Vac: 9 months</p> 	<p>1127A Emmet Street <i>Former Francesca's</i> Est. Vac: 6 months</p> 
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Barracks Road: Planned/New Occupancy

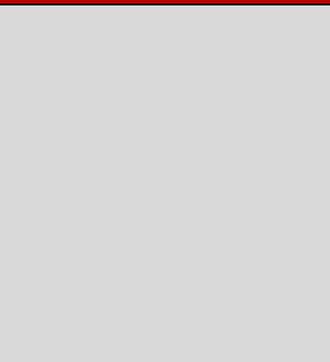
<p>945 B Barracks Road <i>Penelope</i> Now Open</p> 	<p>1107A Emmet Street <i>Vintage Fox</i> Now Open</p> 			
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Vacant Non-Downtown Mall Storefronts & Planned/New Occupancy January 2021

Seminole Square: Vacant Storefronts

<p>165 Seminole Court <i>Former Occupant Unknown</i> Est. Vac: 2.5 years</p> 	<p>167 Seminole Court <i>Former Pete's Pet Forum</i> Est. Vac: 2.5 years</p> 	<p>366 Hillsdale Drive <i>Former Cortiva School of Massage</i> Est. Vac: 1.5 years</p> 	<p>220 Zan Road <i>Former Kroger Relocation</i> Est. Vac: 3 years</p> 	<p>188 Zan Road <i>Former Laughing Sheep Yarns</i> Est. Vac: 3 months</p> 
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Seminole Square: Vacant Storefronts

<p>100 Zan Road <i>Former Chili's</i> Est. Vac: 1.5 years</p> 	<p>190 Zan Road <i>Former GNC</i> Est. Vac: 1.5 years</p> 	<p>260 Zan Road <i>Former Big Lots</i> Est. Vac: 1 year</p> 	<p>234 Zan Road <i>Former Performance Bikes</i> Est. Vac: 2 years</p> 	
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Vacant Non-Downtown Mall Storefronts & Planned/New Occupancy January 2021

Seminole Square: Planned/New Occupancy				
<p>169 Seminole Court <i>The Barbers Den</i> Est Opening: Feb 2020</p> 	<p>260 Zan Road <i>Express Grocery Store</i> Now Open</p> 			

The Corner: Vacant Storefronts				
<p>105 14th Street NW <i>Former Armando's</i> Est. Vac: 3 months</p> 	<p>107 14th St NW <i>Unknown</i> Est. Vac: 3 months</p> 	<p>107 14th St NW <i>Former Basil</i> Est. Vac: 1 year</p> 		

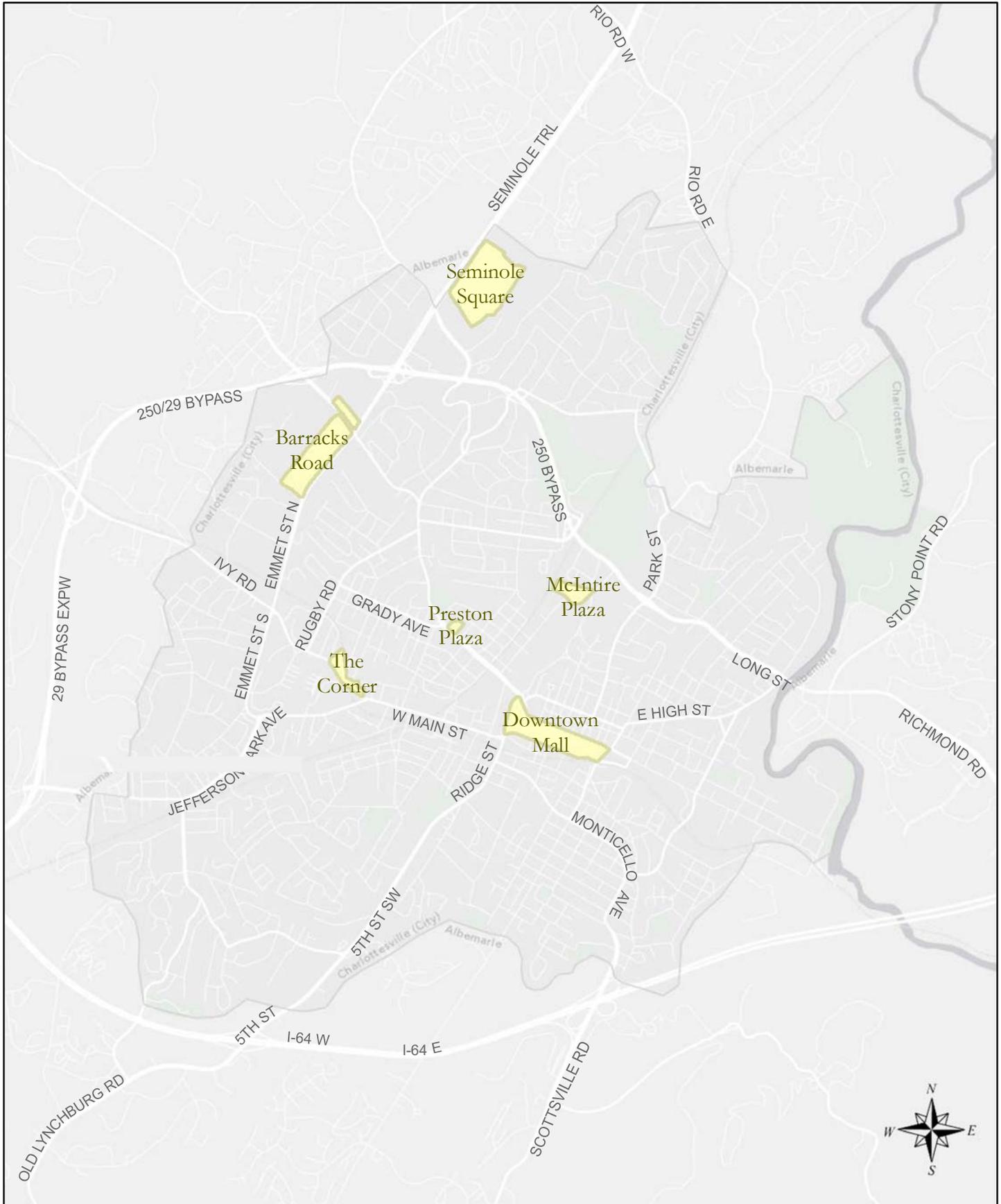
Vacant Non-Downtown Mall Storefronts & Planned/New Occupancy January 2021

The Corner: Planned/New Occupancy				
<p>104 14th St NW #1 <i>Auntie Anne's</i> Now Open</p> 				

Preston Plaza: Vacant Storefronts				
<p>917 Preston Ave <i>Former Shooters Billiards</i> Est. Vac: 5 months</p> 	<p>923 Preston Ave <i>Former Breadworks Bakery</i> Est. Vac: 4 months</p> 			

*Indicates storefront has been vacant for less than two months, therefore not meeting the vacancy minimum
 "Est. Vac" is defined as "Estimated Time of Vacancy"
 "Est. Occ" is defined as "Estimated Time of Occupancy"

Vacancy Report Study Areas



 Retail Areas