

### Introduction

The City of Charlottesville’s Office of Economic Development has concluded its thirtieth 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-22	Jan-23	Jul-22	Jan-23
Barracks Road	84	10	8	11.90%	9.52%
Downtown Mall	190	8	8	4.21%	4.21%
McIntire Plaza	59	0	0	0.00%	0.00%
Preston Plaza	10	0	0	0.00%	0.00%
Seminole Square	45	13	5	24.07%	11.11%
The Corner	61	2	0	3.28%	0.00%
<b>TOTAL:</b>	<b>449</b>	<b>33</b>	<b>21</b>	<b>7.21%</b>	<b>4.68%</b>

### **Downtown Mall**

The vacancy rate for the Downtown Mall remains the same at **4.21%** since the July 2022 study. Based on the established criteria, the number of vacant storefronts is 8 out of 190 total storefronts. Below is a table displaying vacancy data from the streets that make up the Downtown Mall area from July 2022 to January 2023.

<b>TABLE 1.1 – Vacancies Since Last Vacancy Study (Downtown Mall)</b>					
<b>Area</b>	<b># of Stores</b>	<b>Vacancies</b>		<b>Vacancy Rate</b>	
		<b>Jul-22</b>	<b>Jan-23</b>	<b>Jul-22</b>	<b>Jan-23</b>
<b>Main Street &amp; Side Streets</b>	148	6	6	4.05%	4.05%
<b>Market Street (South Side)</b>	22	1	1	4.55%	4.55%
<b>Water Street (North Side)</b>	20	1	1	5.00%	5.00%
<b>TOTAL:</b>	<b>190</b>	<b>8</b>	<b>8</b>	<b>4.21%</b>	<b>4.21%</b>

Since the study was conducted in July 2022, the following are new or planned occupancies on the Downtown Mall:

- 105 East Main Street (*Charlottesville Insider*)
- 407 East Main Street (*Greener Things Daily Wellness*)
- 107 West Main Street (*The Green Cauldron*)
- 425 East Main Street (*Draft Taproom*)
- 218 West Main Street (*CODE Retail*)

The following locations are considered vacant:

- 400-B East Main Street (*formerly Fulton Bank*)
- 201 East Water Street (*proposed Dewberry Hotel*)
- 200 West Market Street (*formerly Fellini's*)
- 411 East Main Street (*formerly Lift Mattress*)
- 400 East Main Street (*formerly Atlantic Union Bank*)
- 316 East Main Street (*formerly Silverchair*)
- 310 East Main Street (*formerly Vita Nova*)
- 224 West Main Street (*formerly Ooey Goey Crispy*)

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 January 2022 vacancy study, Barracks Road Shopping Center has seen several existing businesses leave and several new businesses open. The following are new or planned occupancies at Barracks Road:

- 945-A Emmet Street N (*future J. Crew*)
- 1107-A Emmet Street N (*Fluffy's Pet Shop*)
- 1107-F Emmet Street N (*Soma*)
- 1115-C Emmet Street N (*Lovesac*)
- 1133 Emmet Street N (*future Brazos Tacos*)
- 1137 Emmet Street N (*future expansion of Great Outdoor Provisions Co.*)
- 2146 Barracks Road (*future expansion of Phenix Salon Suites*)

The following locations are considered vacant:

- 1101 Emmet Street N (*formerly Chocolatesville*)
- 1111-C Emmet Street N (*formerly SimplyMac*)
- 1127-A Emmet Street N (*formerly Francesca's*)
- 1143 Emmet Street N (*formerly Bubbles Salon*)
- 2126 Barracks Road (*formerly Beecroft & Bull*)
- 2130 Barracks Road (*formerly Sweet Frog*)
- 2136 Barracks Road (*formerly Lily Pulitzer*)
- 2142 Barracks Road (*formerly Mahana Fresh*)

### **McIntire Plaza**

McIntire Plaza continues to remain at a **0.00%** vacancy rate, which hasn't changed since July 2018.

### **Preston Plaza**

Preston Plaza continues to remain at a **0.00%** vacancy rate, which hasn't changed 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*)

The following locations are considered vacant:

- 165 Seminole Court (*unknown tenant*)
- 167 Seminole Court (*formerly Pete's Pet Forum*)
- 183 Seminole Court (*unknown tenant*)
- 188 Zan Road (*formerly Laughing Sheep Yarn*)
- 194 Zan Road (*formerly Sycamore Tree*)

100 Zan Road (*formerly Chili's*) is currently being renovated for the Seoul Korean BBQ & Hotspot, but no completion date has been publicly announced.

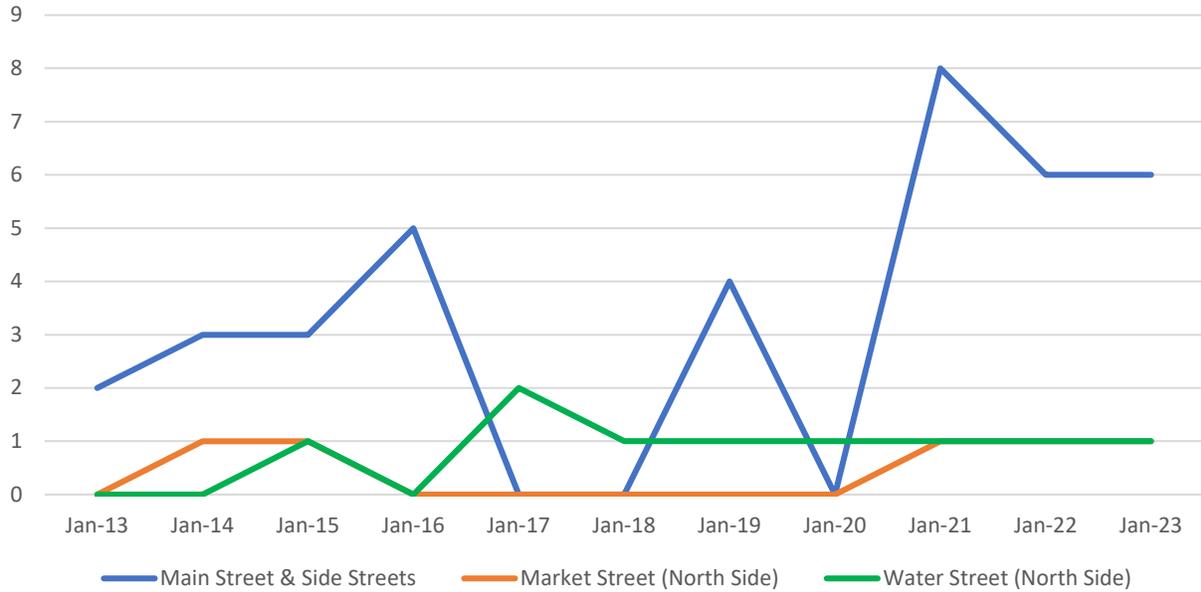
### **The Corner**

Retail locations at The Corner continue to benefit from the proximity to the University of Virginia and the UVA Hospital system, with the vacancy rate dropping to **0.00%** (previously **3.28%**). Since the January 2022 vacancy study, 1411 University Avenue (*formerly Juice Laundry*) is now Carytown Tobacco. Both 1427 University Avenue (*formerly Sammy's on the Corner*) and 1517 University Avenue (*formerly Sheetz*) will soon be occupied by unannounced tenants.

# Appendix

## Appendix 1

Chart 1.1 - Mall Vacancy Rate by Location (Jan. 2013 - Jan. 2023)



## Barracks Road: Vacant Storefronts

**1101 Emmet Street N**  
Formerly *Chocolatesville*  
Est. Vac: June 2022



**1111-C Emmet Street N**  
Formerly *SimplyMac*  
Est. Vac: August 2022



**1127-A Emmet Street N**  
Formerly *Francesca's*  
Est. Vac: 2 years



**1143 Emmet Street N**  
Formerly *Bubble's Salon*  
Est. Vac: 1.5 years



**2126 Barracks Road**  
Formerly *Beecroft & Bull*  
Est. Vac: 1 year



**2130 Barracks Road**  
Formerly *Sweet Frog*  
Est. Vac: 1.5 years



**2136 Barracks Road**  
Formerly *Lily Pulitzer*  
Est. Vac: 2 years



**2142 Barracks Road**  
Formerly *Mahana Fresh*  
Est. Vac: 6 months



## Barracks Road: Planned + New Occupancy

**1137 Emmet Street N**  
*Great Outdoor Provisions*  
Opening TBD



**2146 Barracks Road**  
*Phenix Salon Suites*  
Opening TBD



## Barracks Road: Planned + New Occupancy

**945-A Emmet Street N**  
*J. Crew*  
Opening TBD



**1107-A Emmet Street N**  
*Fluffy's Pet Shop*  
Opened August 2022



**1107-F Emmet Street N**  
*Soma*  
Opened August 2022



**1115-C Emmet Street N**  
*Lovesac*  
Opened October 2022



**1133 Emmet Street N**  
*Brazos Tacos*  
Opening TBD



## Downtown Mall: Vacant Storefronts

<p><b>411 E Main Street</b> Formerly Lift Mattress Est. Vac: June 2022</p> 	<p><b>400 E Main Street</b> Formerly Atlantic Union Bank Est. Vac: March 2022</p> 	<p><b>400-B E Main Street</b> Formerly Fulton Bank Vacancy Unknown</p> 	<p><b>316 E Main Street</b> Formerly Silverchair Vacancy Unknown</p> 	<p><b>310 E Main Street</b> Formerly Vita Nova Est. Vac: 6 months</p> 
<p><b>201 E Water Street</b> Formerly Dewberry Hotel Est. Vac: 11.5 year</p> 	<p><b>200 W Market Street</b> Formerly Fellini's Est. Vac: December 2020</p> 	<p><b>224 W Main Street</b> Formerly Ooey Goey Crispy Est. Vac: October 2022</p> 		

## Downtown Mall: Planned + New Occupancy

<p><b>425 E Main Street</b> Draft Taproom Opening TBD</p> 	<p><b>407 E Main Street</b> Greener Things Daily Wellness Opening TBD</p> 	<p><b>105 E Main Street</b> Charlottesville Insider Opened September 2022</p> 	<p><b>107 W Main Street</b> The Green Cauldron Opening TBD</p> 	<p><b>218 W Main Street</b> CODE Retail Opening TBD</p> 
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## Seminole Square: Vacant Storefronts

**165 Seminole Court**  
*Unknown Tenant*  
 Est. Vac: Unknown



**167 Seminole Court**  
*Formerly Pete's Pet Forum*  
 Est. Vac: June 2012



**183 Seminole Court**  
*Unknown Tenant*  
 Est. Vac: Unknown



**188 Zan Road**  
*Formerly Laughing Sheep Yarn*  
 Est. Vac: October 2020



**194 Zan Road**  
*Formerly Sycamore Tree*  
 Est. Vac: May 2022



## Seminole Square: Planned + New Occupancy

**100 Zan Road**  
*Seoul Korean BBQ*  
 Opening TBD



## The Corner: Planned + New Occupancy

**1411 University Avenue**  
*Carytown Tobacco*  
 Opened September 2022



**1427 University Avenue**  
*Tenant TBD*  
 Opening TBD



**1517 University Avenue**  
*Tenant TBD*  
 Opening TBD

