

DOWNTOWN INVENTORY + REAL ESTATE REDEVELOPMENT STRATEGY



**PLACE
+MAIN**
ADVISORS

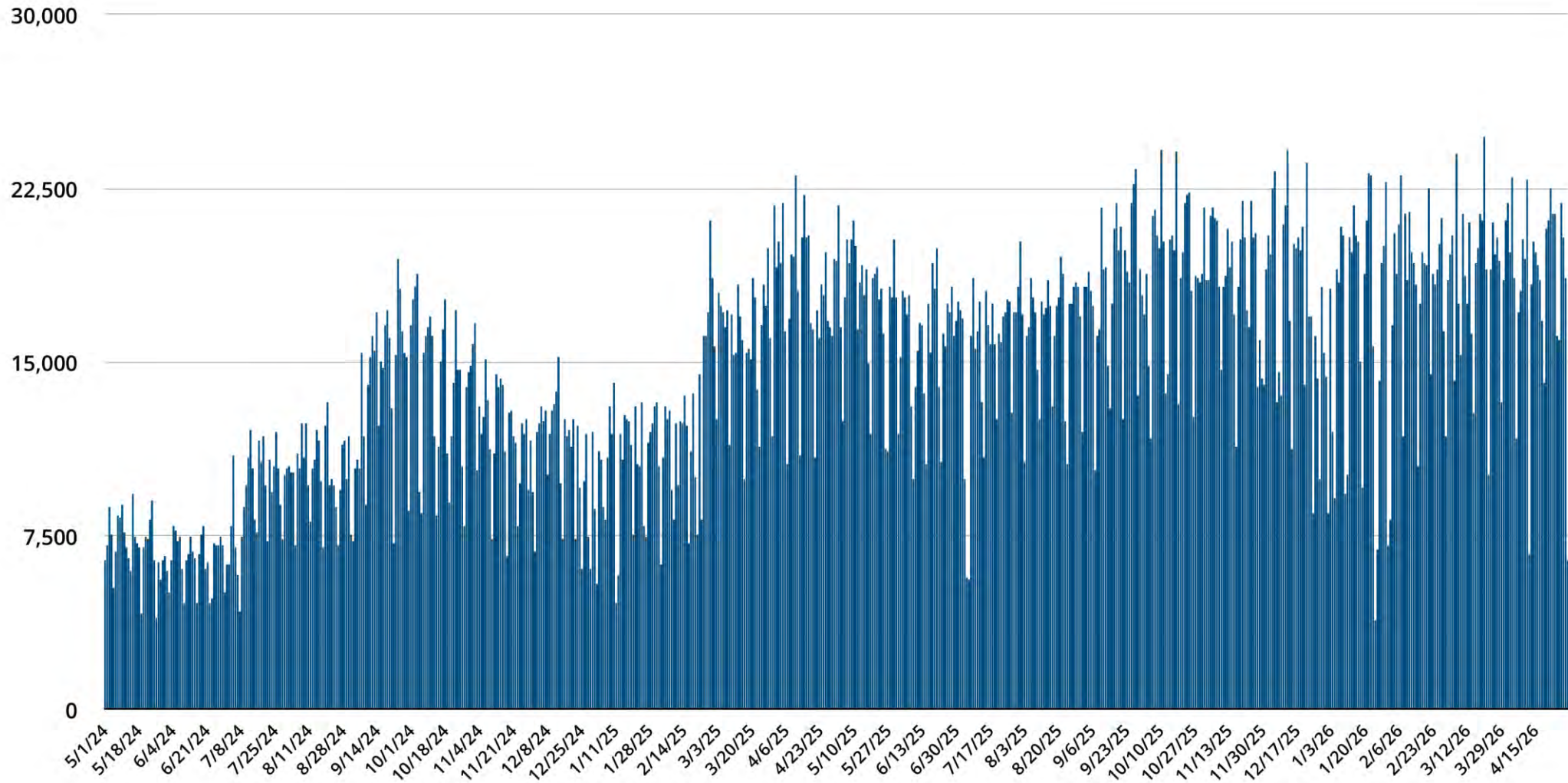
Agenda

- Data Overview
 - Geofencing Data
 - Primary Trade Area
 - Demographic Trends
 - Retail Leakage
- Property Inventory
- Community Input
- Overall Recommendations

Data Overview

- Geofencing Data
 - May 1, 2024 – April 30, 2026
 - 10,600,000 Visits

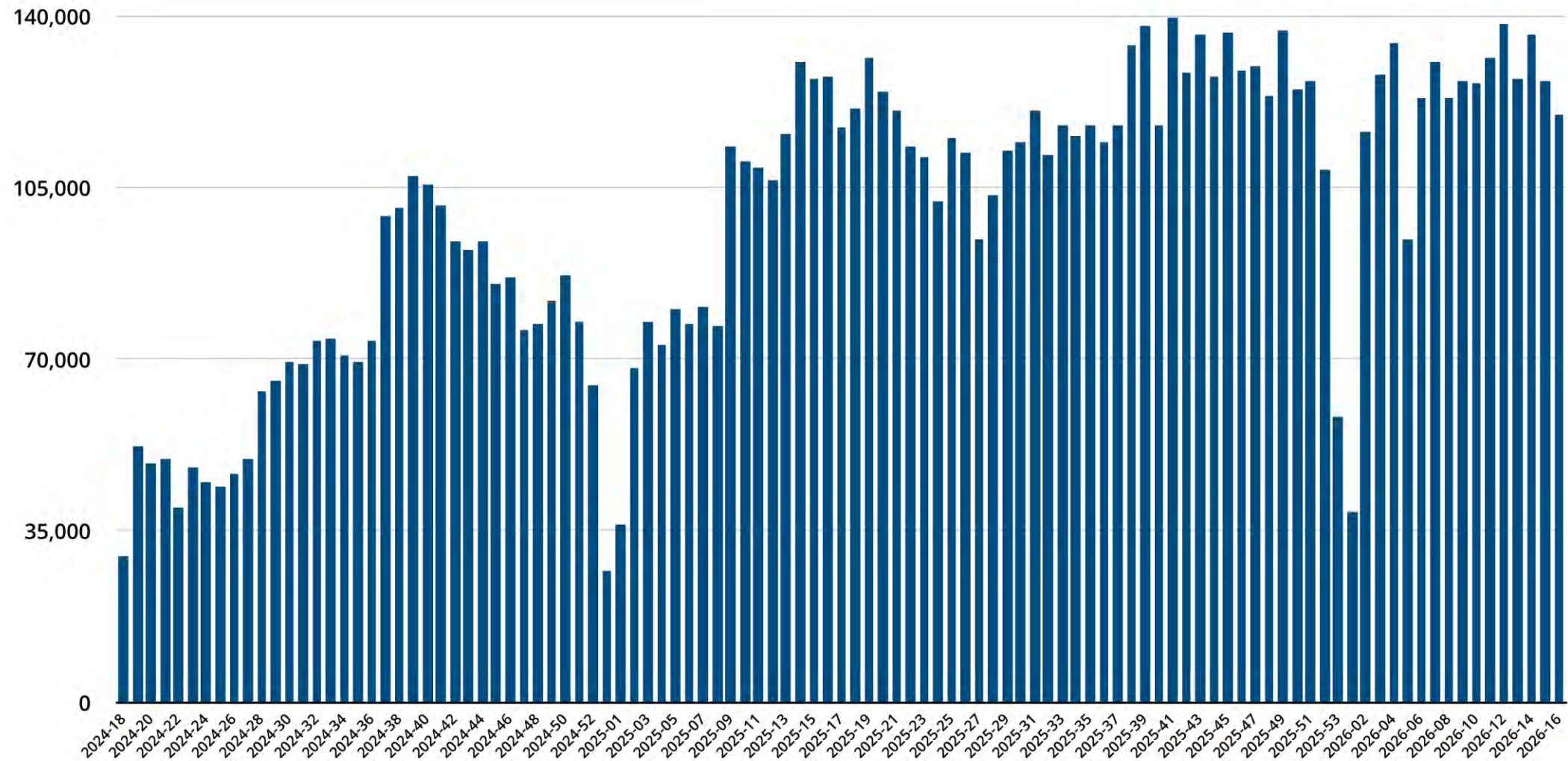
Geofencing Data- Visits By Day



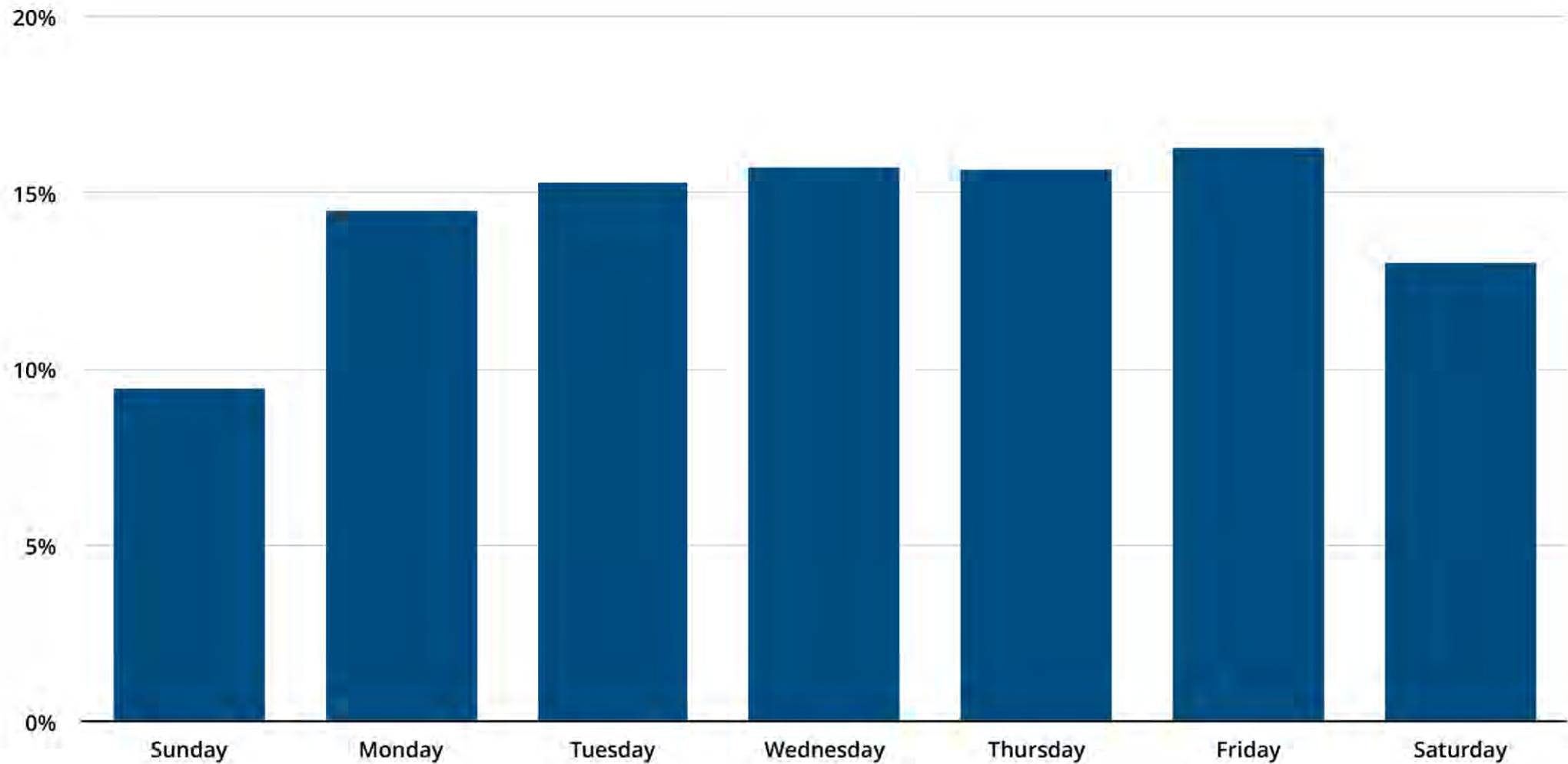
Geofencing Data- Visits By Day

Day	# of Visits
3/20/26	24,691
10/10/25	24,201
12/12/25	24,201
10/17/25	24,119
3/6/26	24,037
12/22/25	23,628
9/27/25	23,383
12/6/25	23,219
1/22/26	23,138
4/10/25	23,056

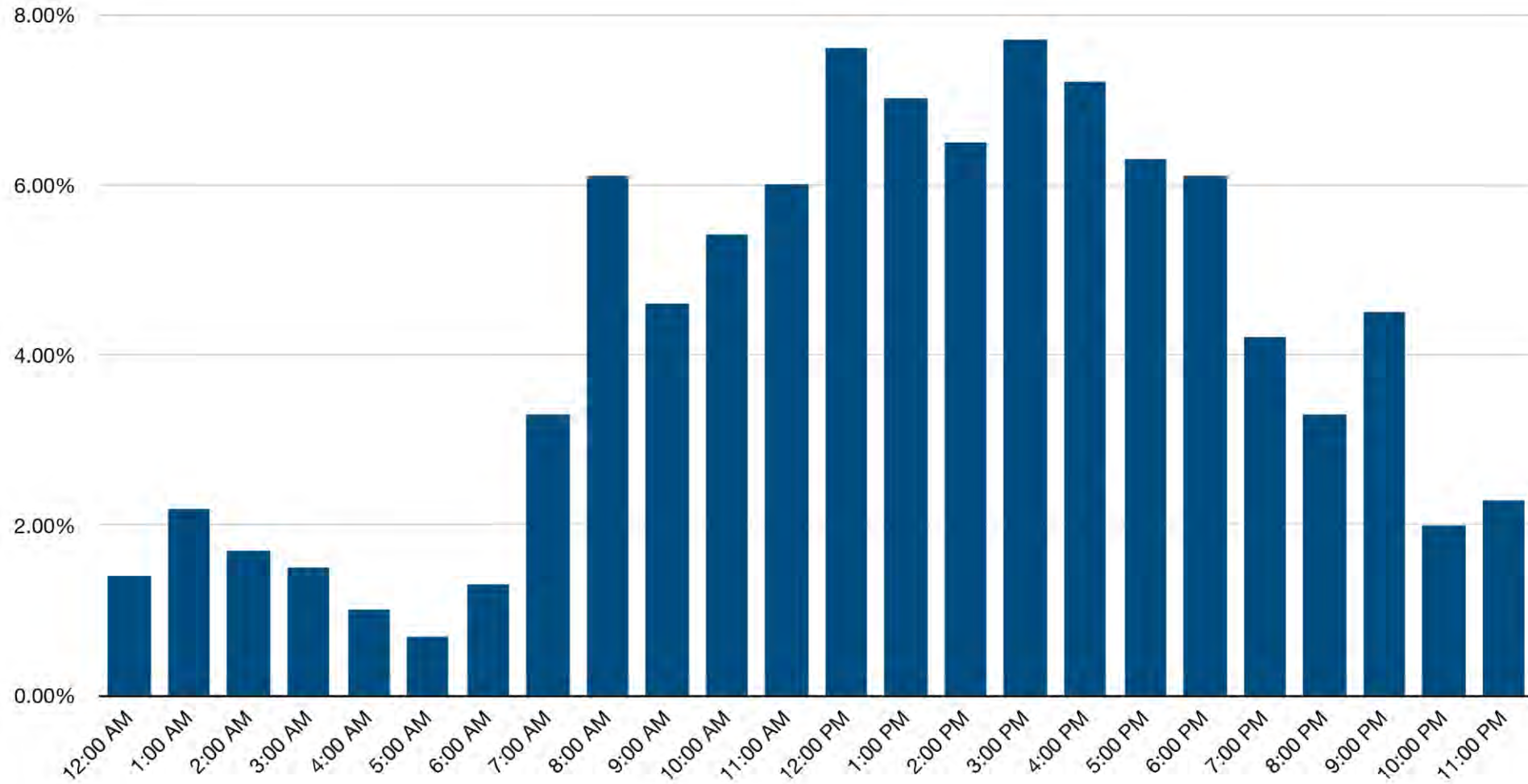
Geofencing Data- Visits By Week



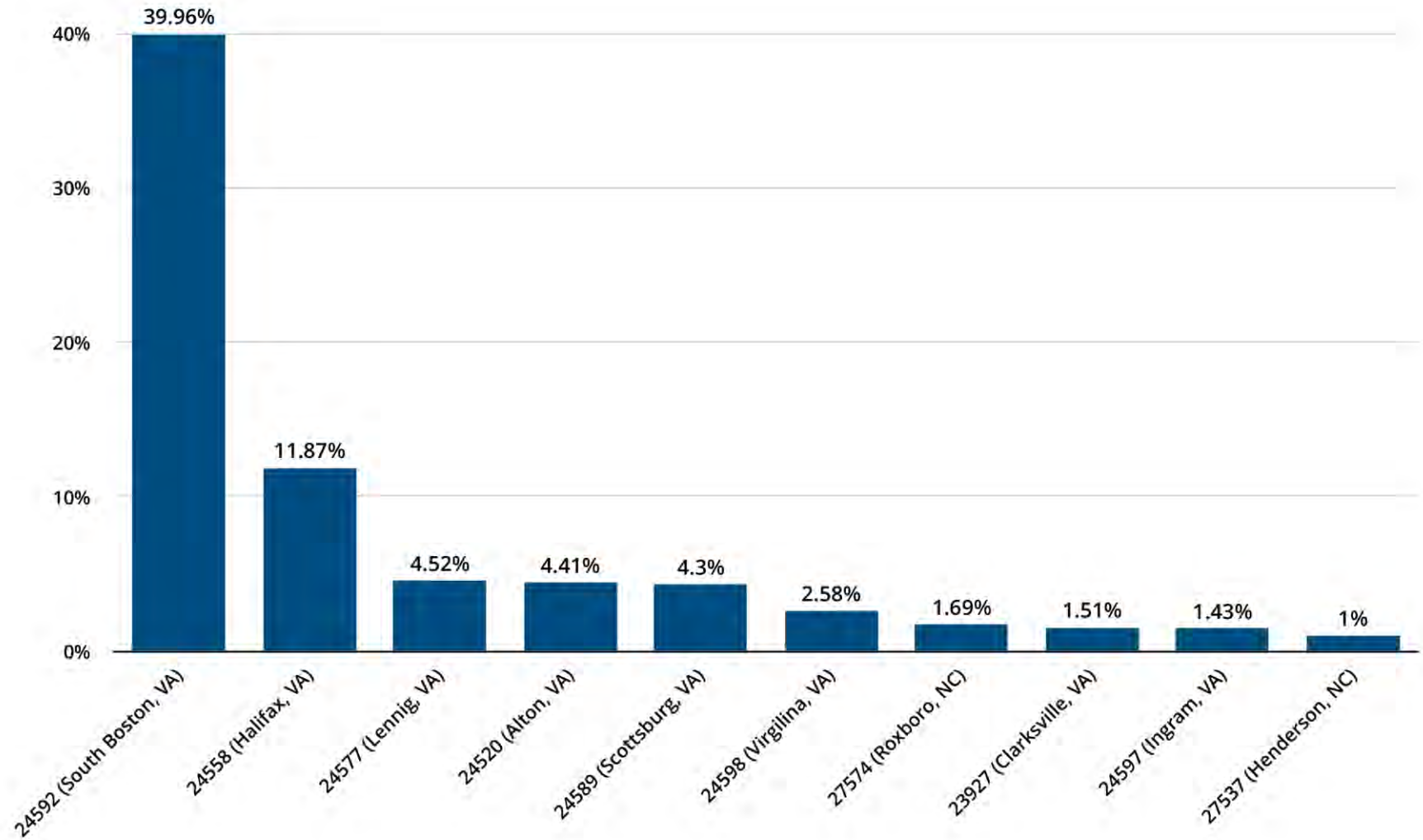
Geofencing Data- Visits By Day of the Week



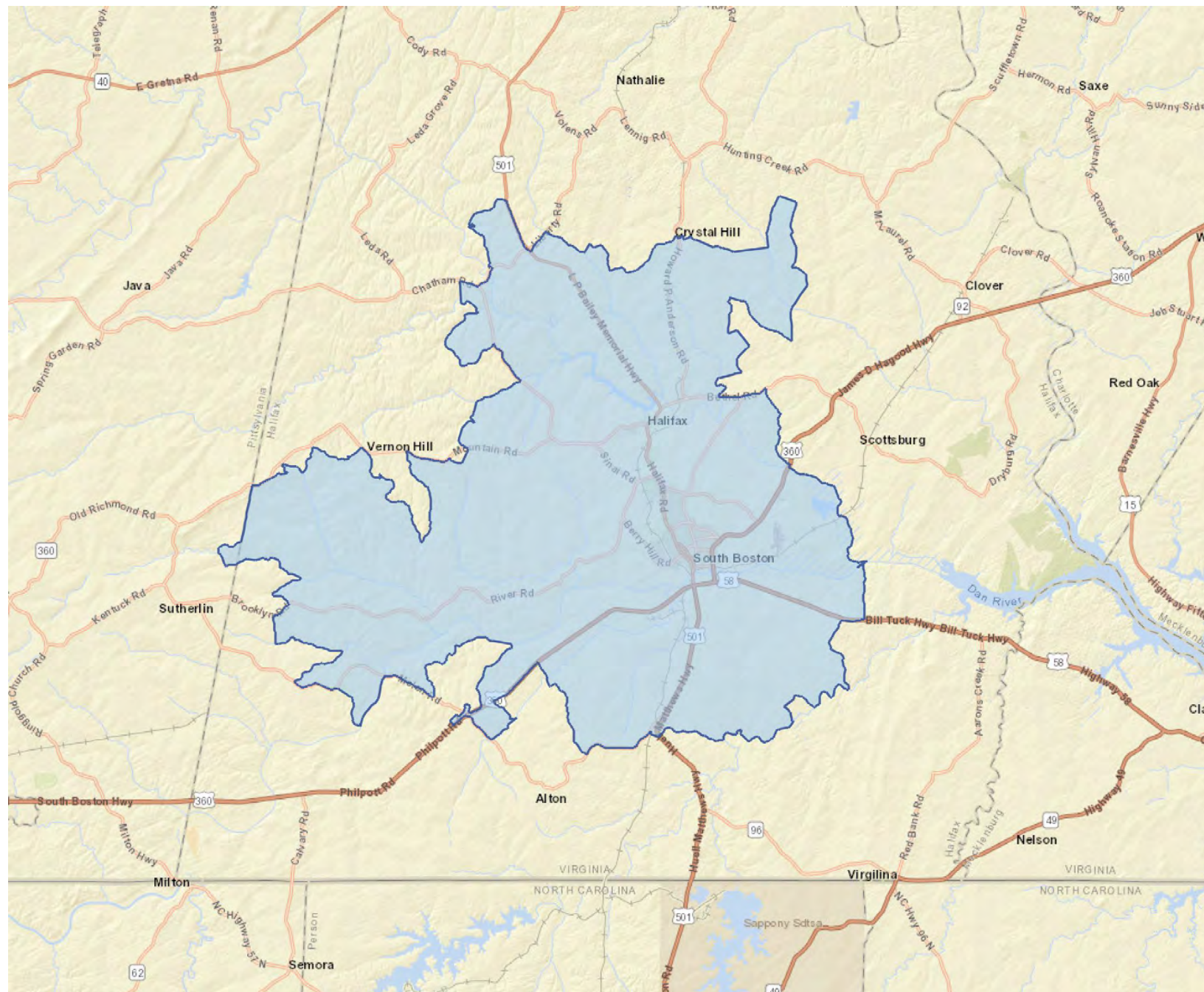
Geofencing Data- Visits By Time of Day



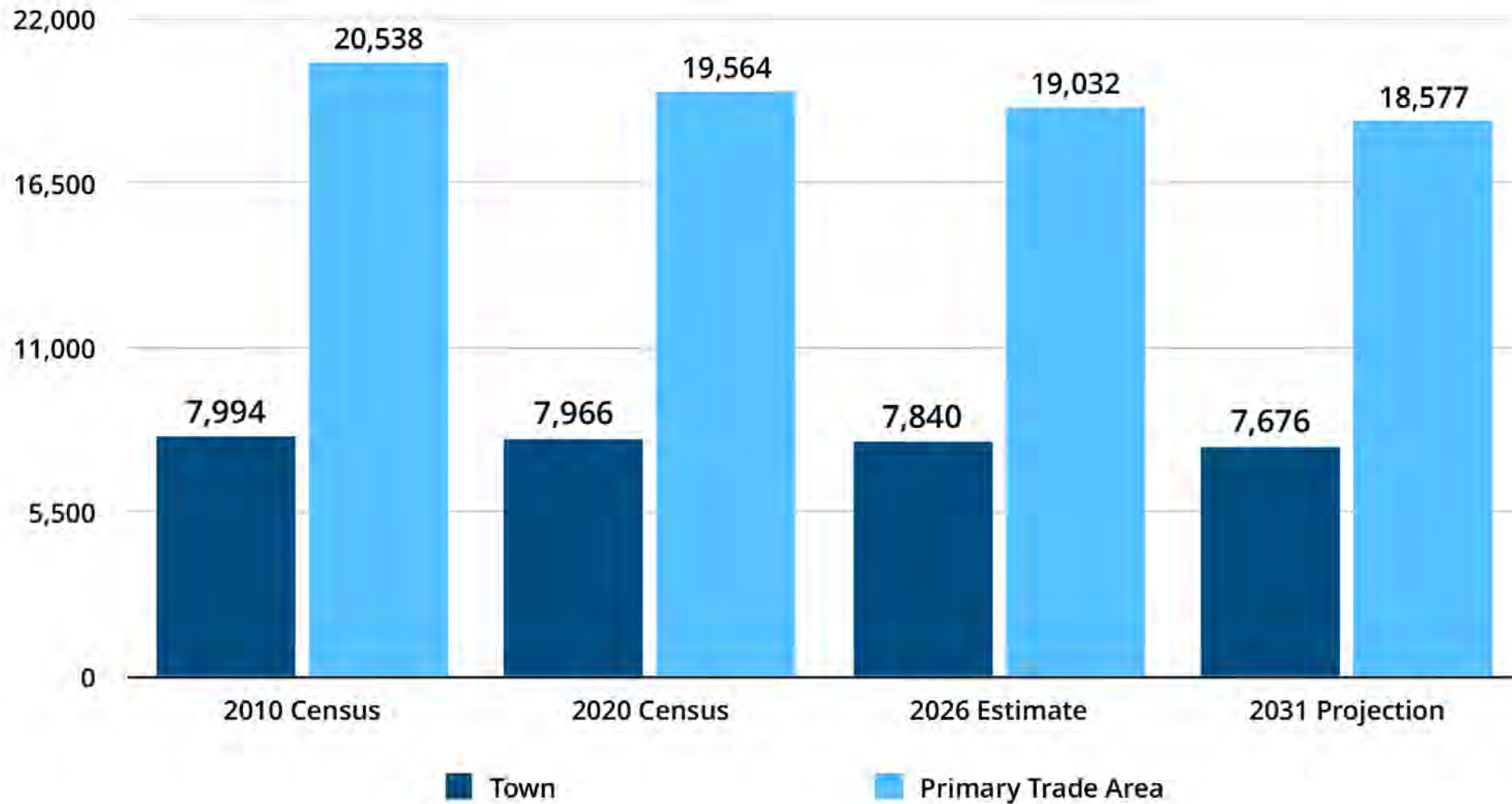
Geofencing Data- Top Zip Codes



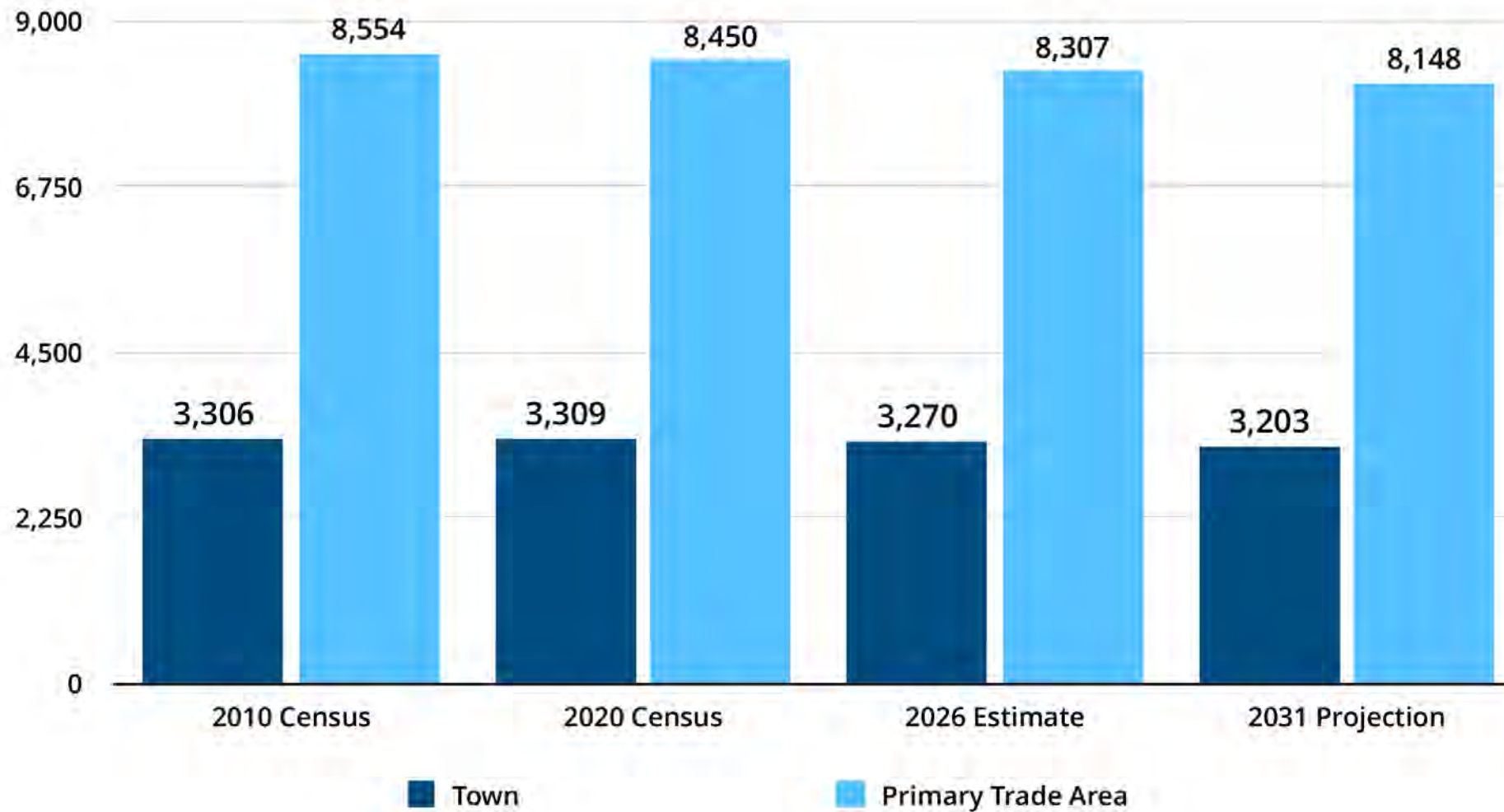
Primary Trade Area



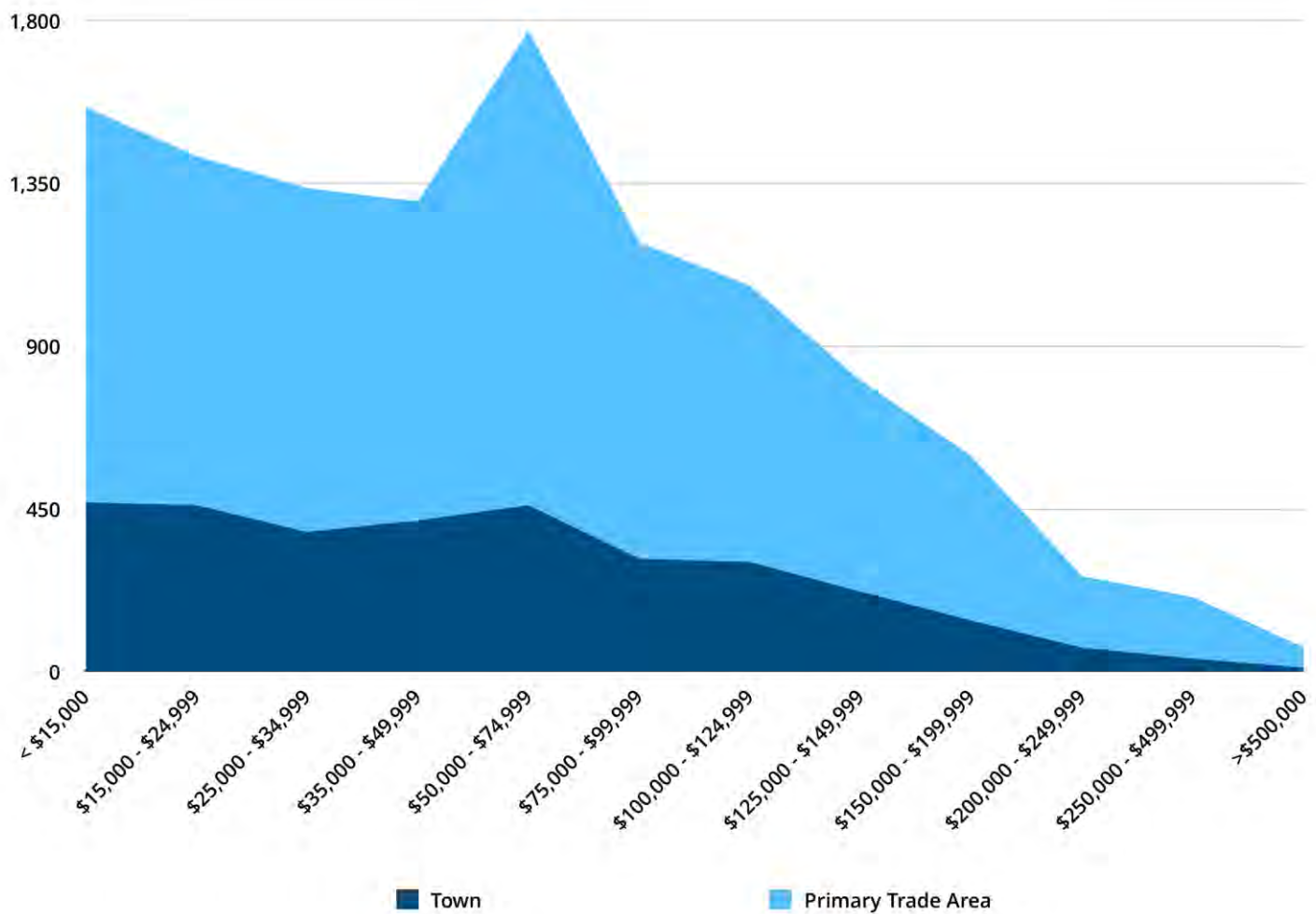
Demographic Trends- Population



Demographic Trends- Households



Demographic Trends- Income

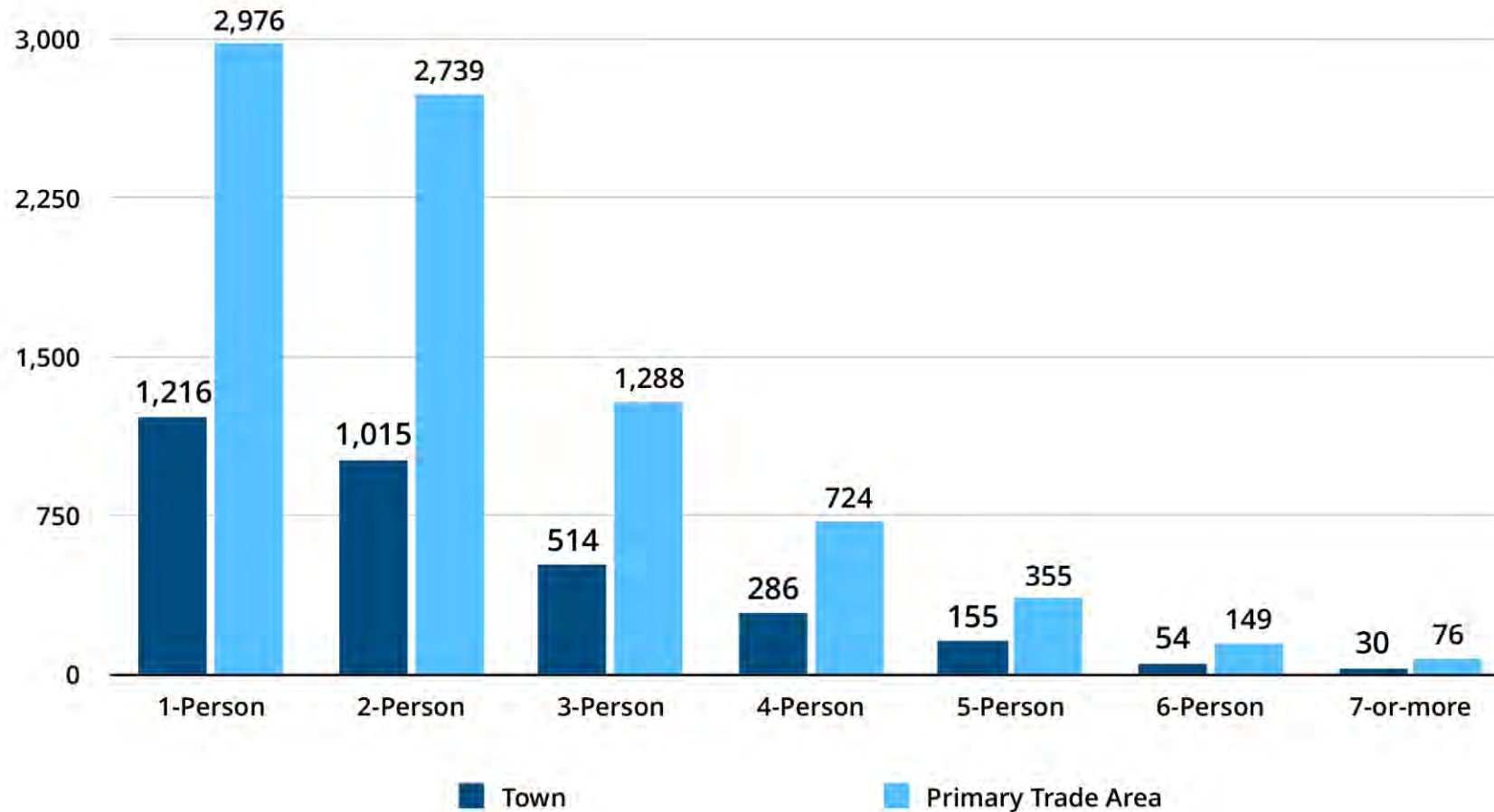


Avg HH
Income

Median HH
Income

South Boston	Primary Trade Area
\$ 66,925.00	\$ 76,252.09
\$ 46,207.19	\$ 54,602.43

Demographic Trends- People Per HH



Average Household Size:

Town- 2.11

PTA- 2.22

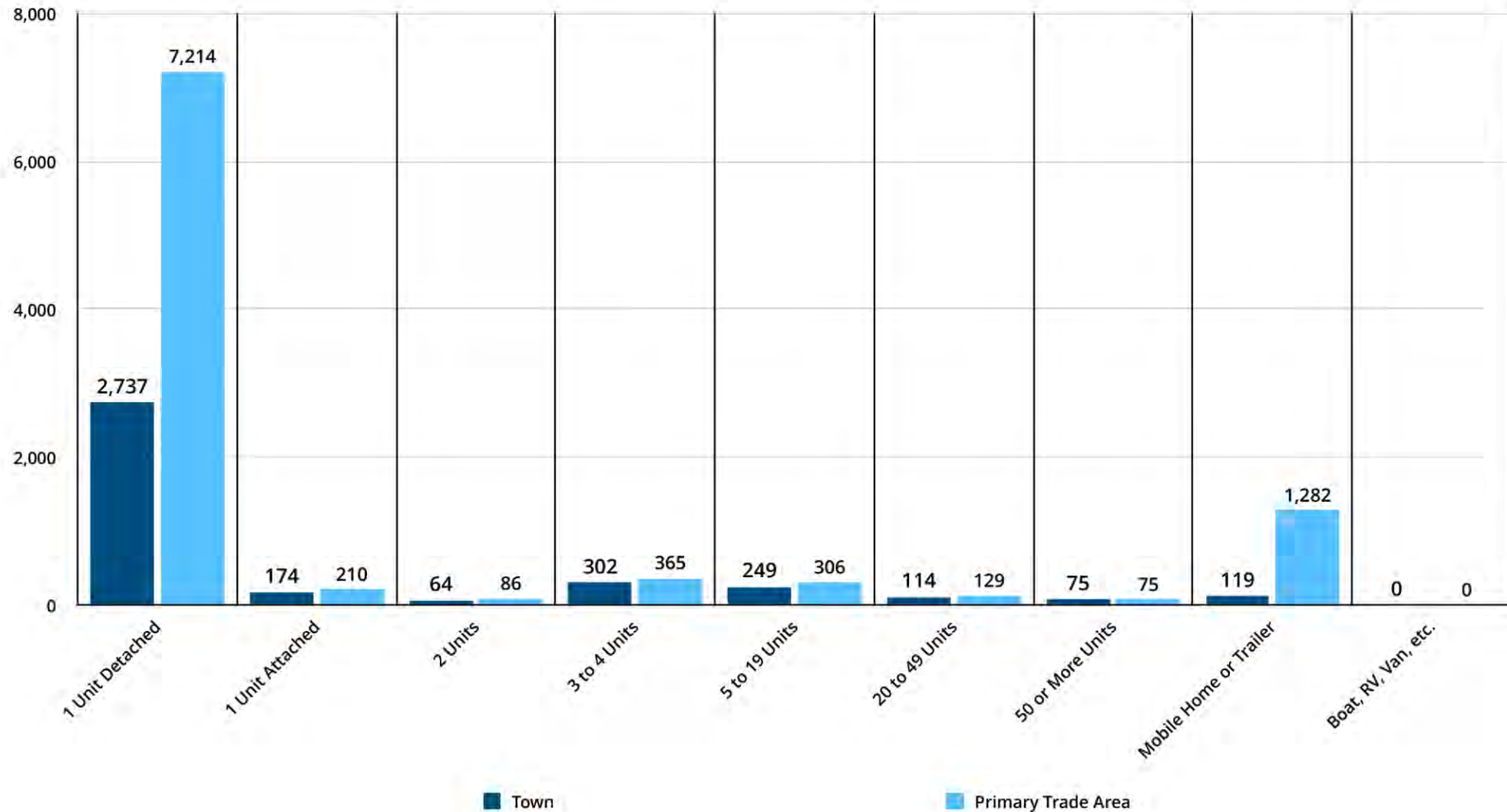
% of HH WITHOUT Children Under 18:

South Boston- 72.1%

Halifax Co- 73.8%

Virginia- 70.6%

Housing Units Types



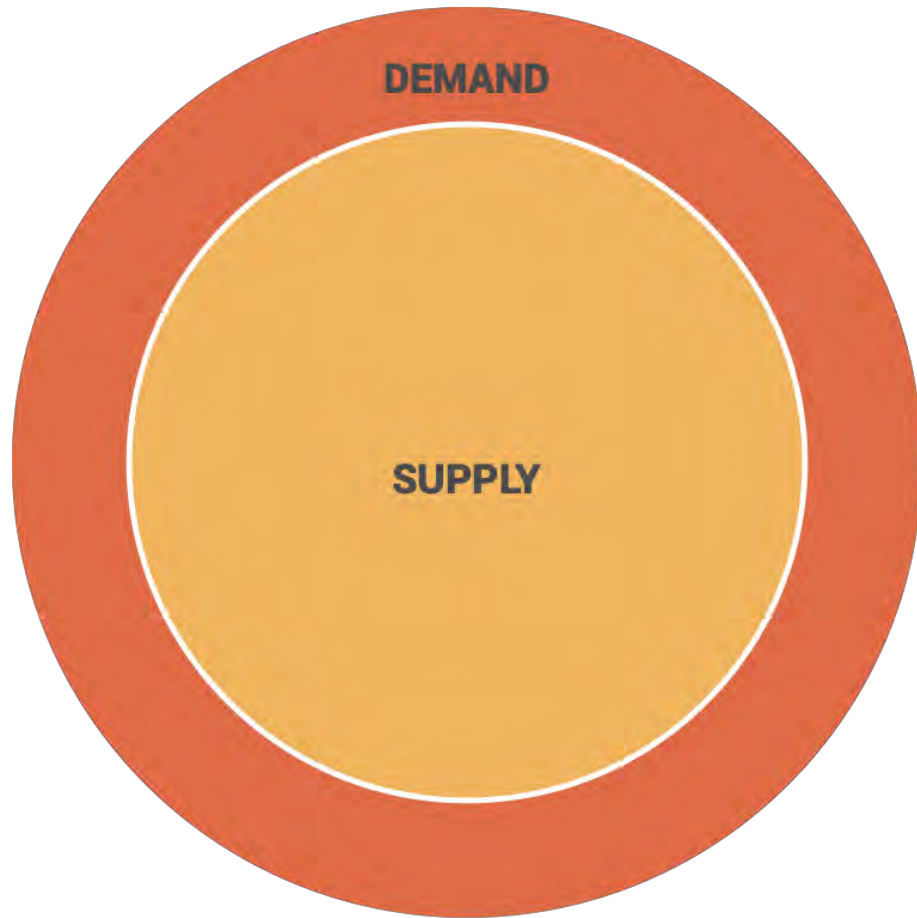
Retail Leakage

SUPPLY

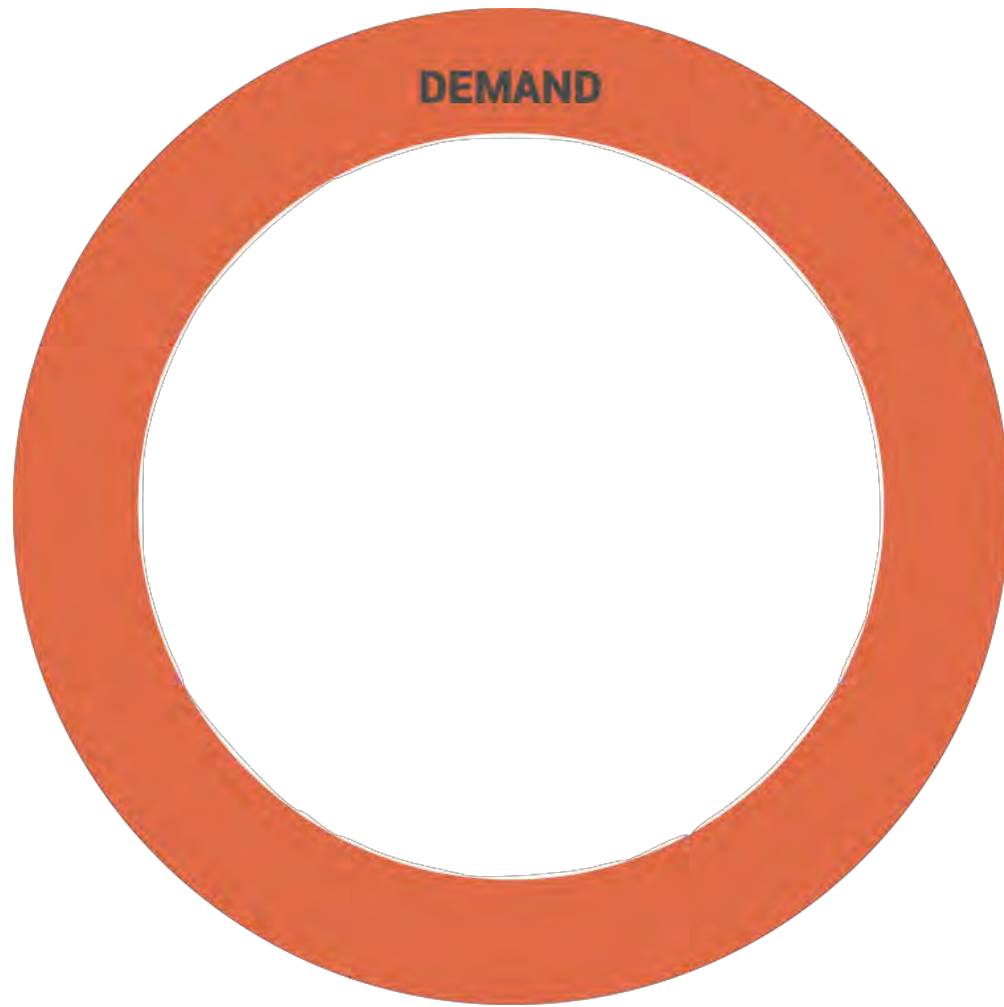
What
Stores
Sell

DEMAND

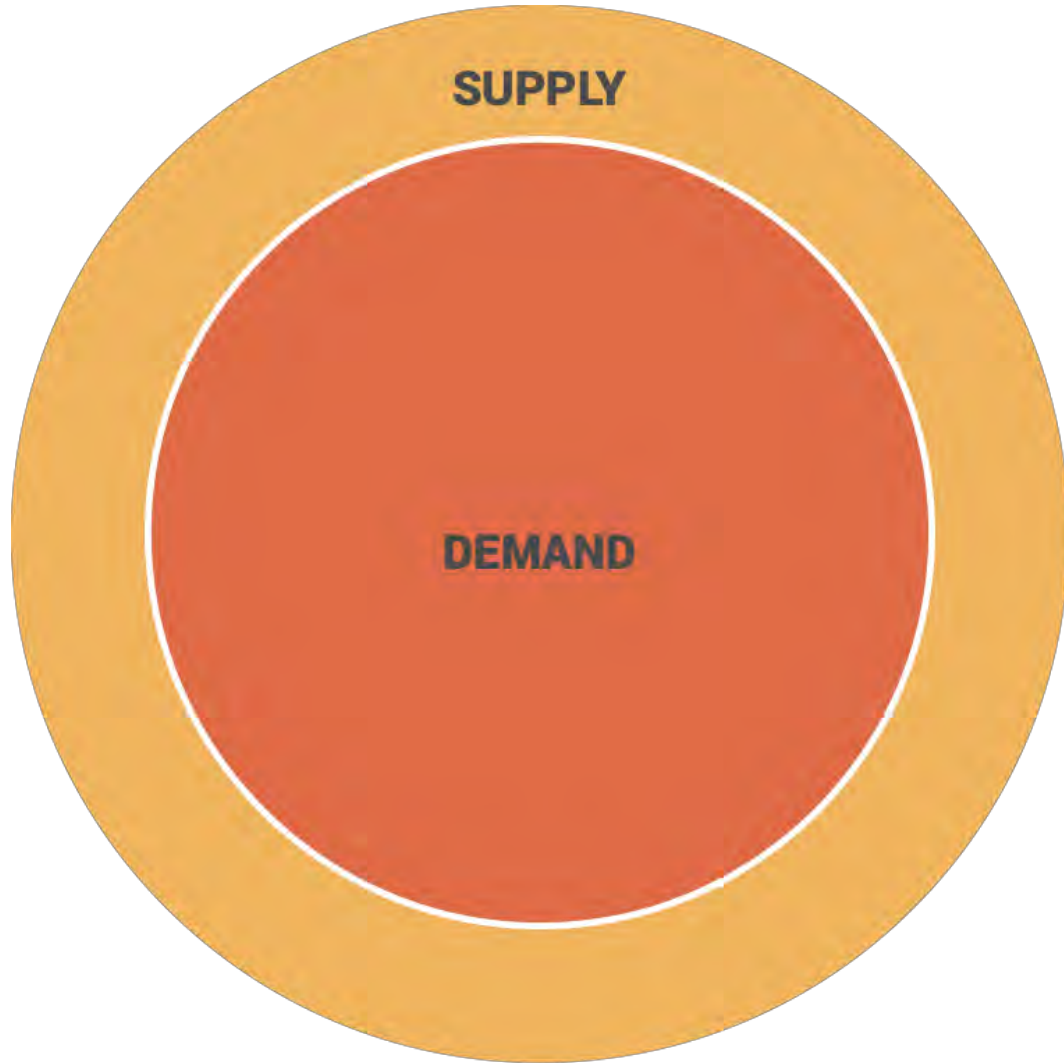
What
Customers
Buy



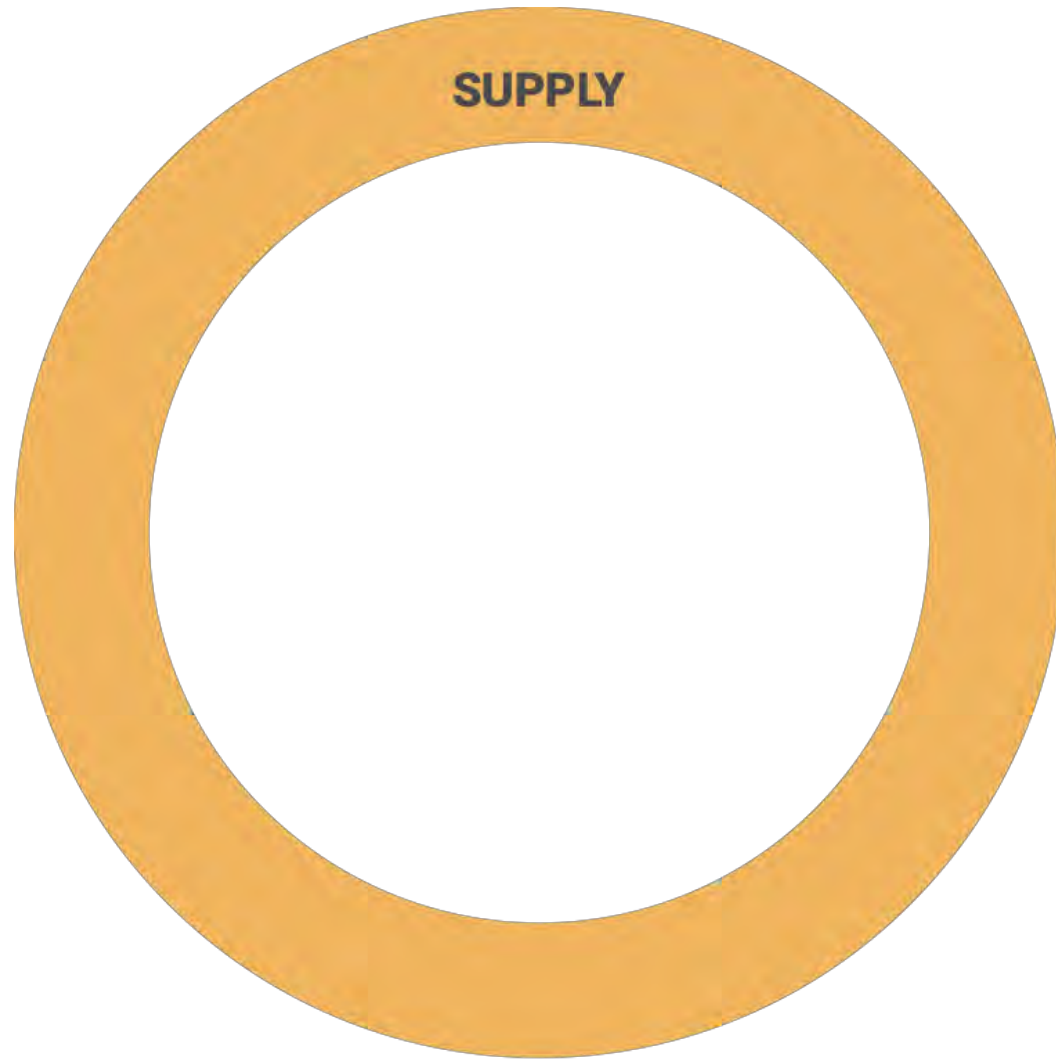
When Customers **Demand**
More than the Stores **Supply**



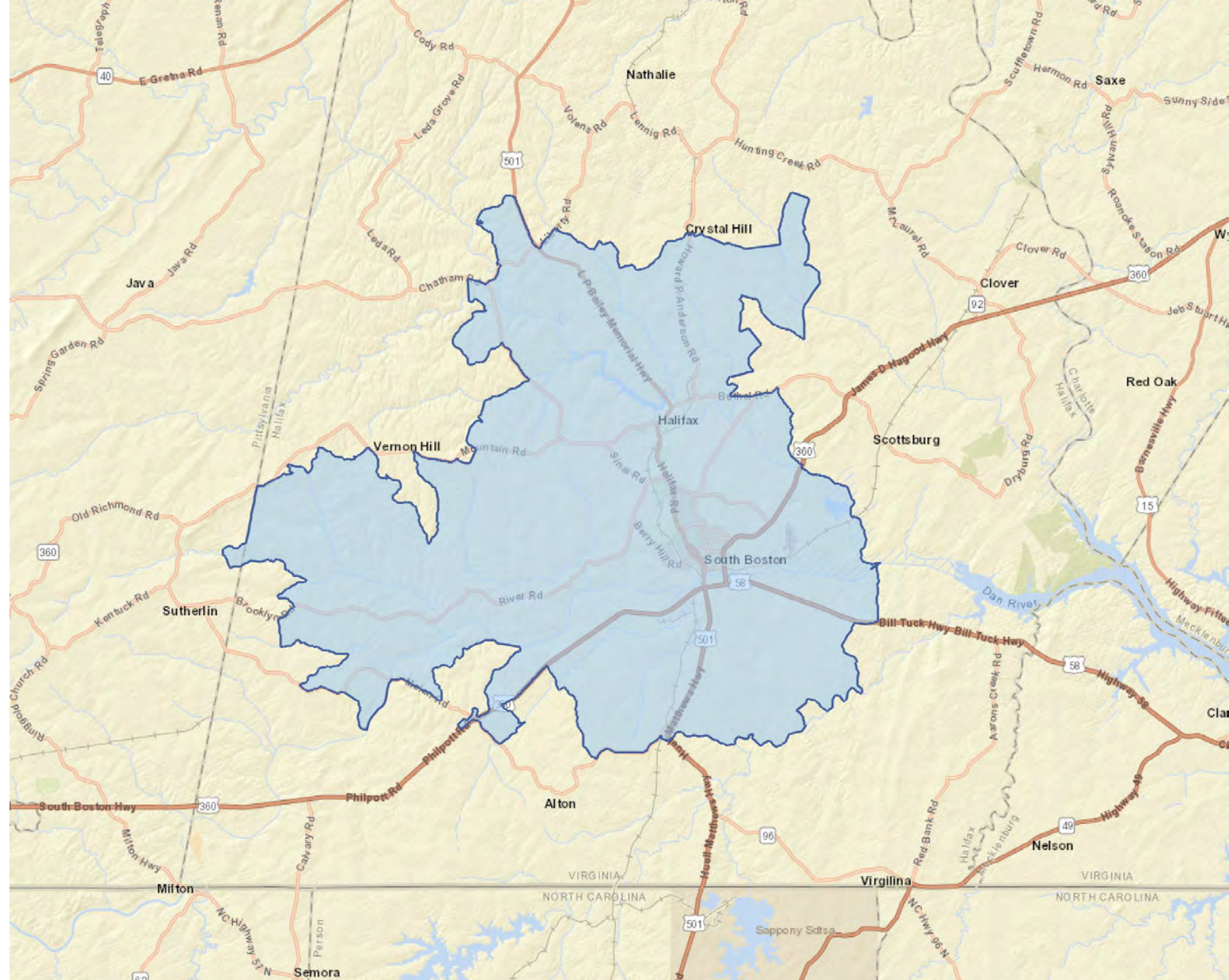
THIS IS A
GAP



The Stores **Supply** More
Than Customers **Demand**



THIS IS A
SURPLUS



Retail Leakage

Totals	2026 Demand (\$)	2026 Supply (\$)	Opportunity Gap/Surplus (\$)	2031 Demand (\$)	Projected Gap/Surplus
Total retail trade including food and drink (NAICS 44, 45 and 722)	\$442,619,581	\$453,738,774	(\$11,119,193)	\$466,342,292	\$12,603,518
Retail trade (NAICS 44 and 45)	\$385,599,369	\$398,095,696	(\$12,496,328)	\$406,587,944	\$8,492,248
Food services and drinking places (NAICS 722)	\$57,020,212	\$55,643,078	\$1,377,134	\$59,754,348	\$4,111,270

Retail Leakage

Totals	2026 Demand (\$)	2026 Supply (\$)	Opportunity Gap/Surplus (\$)	2031 Demand (\$)	Projected Gap/Surplus	Max. Supportable Sq Ft
Specialty food retailers (NAICS 4452)	\$2,483,334	\$442,406	\$2,040,929	\$2,623,440	\$2,181,034	4,362
Furniture retailers (NAICS 44911)	\$5,100,442	\$1,183,930	\$3,916,512	\$5,557,274	\$4,373,344	13,456
Home furnishings retailers (NAICS 44912)	\$5,520,647	\$1,543,236	\$3,977,411	\$5,926,362	\$4,383,126	19,923
Cosmetics, beauty supplies, and perfume retailers (NAICS 45612)	\$3,002,119	\$1,834,070	\$1,168,049	\$3,209,179	\$1,375,109	3,929
Other health and personal care retailers (NAICS 45619)	\$2,610,802	\$1,388,698	\$1,222,103	\$2,716,249	\$1,327,551	3,793
Clothing and clothing accessories retailers (NAICS 4581)	\$17,491,568	\$800,462	\$16,691,105	\$17,115,597	\$16,315,135	54,384
Sporting goods retailers (NAICS 45911)	\$4,133,467	\$2,177,886	\$1,955,581	\$4,323,262	\$2,145,376	10,727

Retail Leakage

Totals	2026 Demand (\$)	2026 Supply (\$)	Opportunity Gap/Surplus (\$)	2031 Demand (\$)	Projected Gap/Surplus	Max. Supportable Sq Ft
Hobby, toy, and game retailers (NAICS 45912)	\$1,554,030	\$378,220	\$1,175,809	\$1,625,906	\$1,247,686	3,565
Gift, novelty, and souvenir retailers (NAICS 45942)	\$1,470,314	\$177,980	\$1,292,334	\$1,541,718	\$1,363,738	4,546
Pet and pet supplies retailers (NAICS 45991)	\$2,336,599	\$867,075	\$1,469,524	\$2,502,262	\$1,635,187	5,275
All other miscellaneous retailers (NAICS 459999 + 459920)	\$4,614,236	\$436,007	\$4,178,229	\$4,947,108	\$4,511,101	12,889
Drinking places (alcoholic beverages) (NAICS 7224)	\$2,134,963	\$328,999	\$1,805,964	\$2,260,363	\$1,931,364	5,518
Full-service restaurants (NAICS 722511)	\$24,432,275	\$14,555,878	\$9,876,397	\$25,615,392	\$11,059,514	18,130
Snack and nonalcoholic beverage bars (NAICS 722515)	\$3,863,549	\$1,103,248	\$2,760,301	\$4,044,917	\$2,941,669	6,922

BOOMS UPDATE COMPLETE: The Spring 2026 BOOMS Tracker update is now complete. We're excited to welcome 43 new programs, incorporate updated district boundaries for 15 current users, and add new property questions and metrics focused on vacant storefronts, vacant square footage, property tagging, and more!



Denison, Texas © Mel Climer, Climer Design

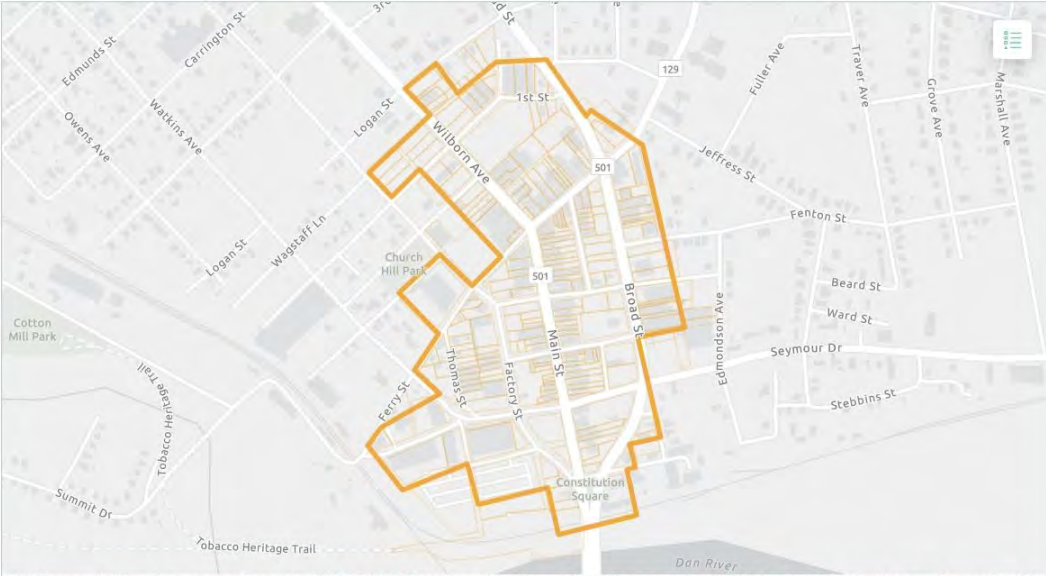
BUILDING OPPORTUNITIES ON MAIN STREET

The Building Opportunities on Main Street (BOOMS) Tracker is a tool for gathering, storing, and showcasing information about buildings and lots in local Main Street districts.

[Learn More](#)

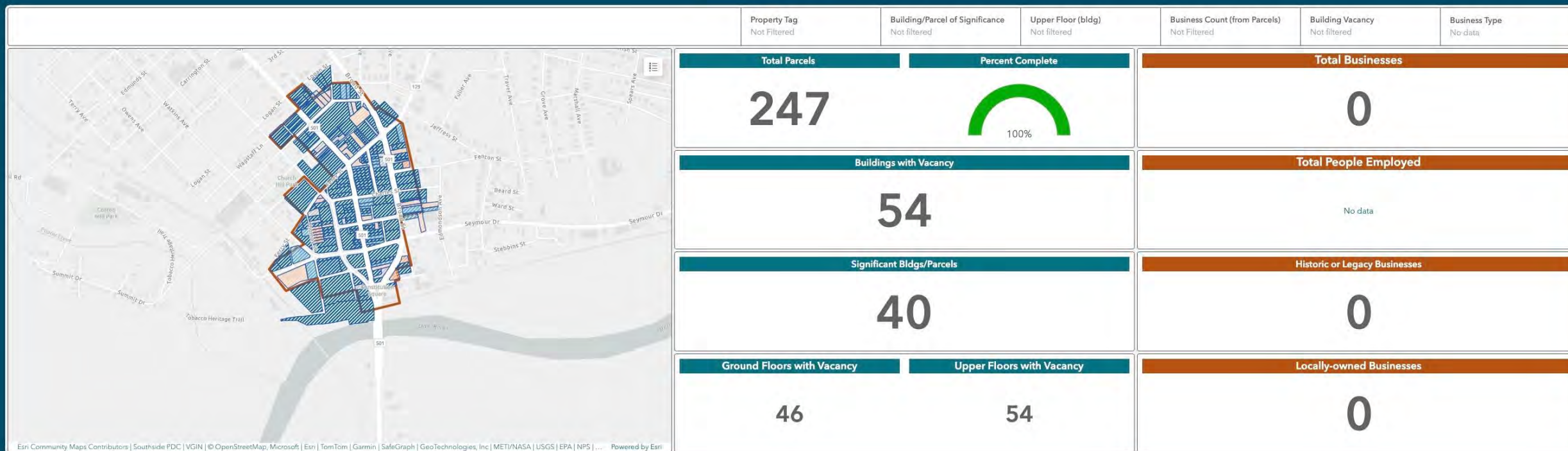


[Download Data](#)

Filters Building Present: Not filtered Maintenance Needed: Not filtered Building/Parcel of Significance: Not filtered Ownership Type: Not filtered Environmental Risk: Not filtered Upper Floors (Bldg): No data Business Count: No data Housing Units Count No data	248 Total Parcels	0% Percent complete	0 Parcels with Buildings	0 Buildings with Vacancy	0 Vacant Parcels
	 Esri Community Maps Contributors, Southside PDC, VGIN, © OpenStreetMap, Microsoft, Esri, TomTom, Garmin, SafeGraph, GeoTechnologi... Powered by Esri	0 Maintenance/Repair Needs 0 Significant Buildings/Parcels Building Vacancy Not applicable Building Use Not applicable Parcel Land Use Not applicable			
	No data	No data	No data	0 Ground Floors with Vacancy	0 Upper Floors with Vacancy



DESTINATION DOWNTOWN SOUTH BOSTON, INC.

[Collect Inventory](#)[Share Business Inventory Form](#)[Download Data](#)[Overview](#) [Parcels](#) [Businesses](#)



DESTINATION DOWNTOWN SOUTH BOSTON, INC.

[Collect Inventory](#)[Share Business Inventory Form](#)[Download Data](#)[Overview](#)[Parcels](#)[Businesses](#)

Total Parcels

247

Percent Complete



Parcels with Buildings

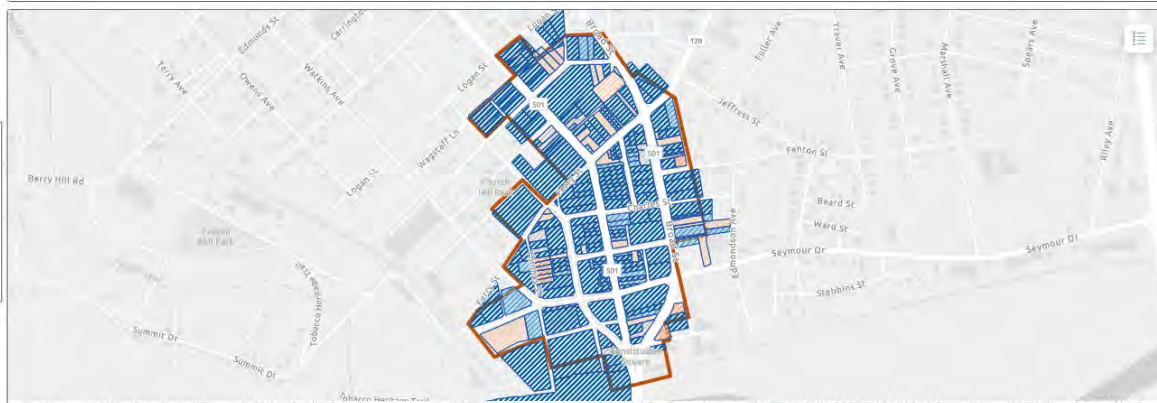
161

Vacant Buildings

66

Vacant and Idle Parcels

40



Maintenance/Repair Needs

3

Significant Buildings/Parcels

40

Current Housing Units

105

Potential Housing Units

221

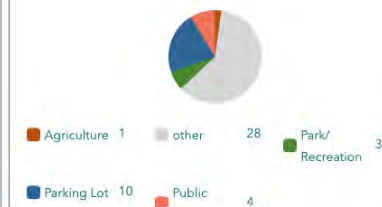
Building Vacancy



Building Use



Parcel Land Use



96

Identified Businesses

469.91k

Bldg Sq Footage

Vacant

Total

46

Ground Floors with Vacancy

54

Upper Floors with Vacancy

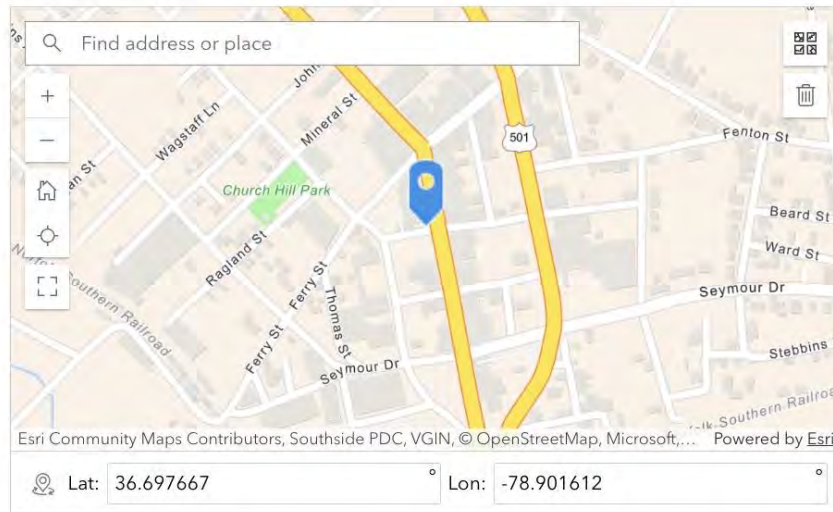
Building a Complete Business Directory: Destination Downtown South Boston, Inc.

Destination Downtown South Boston, Inc. aims to build a complete list of all businesses operating in the area. This is an important step for measuring and communicating our collective impact. Additionally, by filling out this form and providing your consent we can help promote your business and include you in local, regional, and national Main Street business directories.

Business name

Business location

Mapped location



Do you rent or own your business location?

☐ Own☐ Rent

What year did your business begin operating in this location?

Business type

Number of employees

Full-time employees

Part-time/temporary/contracted employees

Owner name(s)

Please separate owner names with a semi-colon (;)

Community Feedback



**PLACE
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303 Main St

Classic diner (breakfast, lunch, dinner)
French restaurant
Upscale Steak restaurant w night life (4)
Seafood market restaurant (2)
Locally owned bookstore (on both floors)
American restaurant
Apartments (upper floor) (3)
North Street Press Club (2)
Ice cream shoppe
WiFi café w meeting space upstairs
Pizza / sub shop
Catering service (upper floor)
Pop Up Kitchen (upper floor)
Bar or Pub
Italian restaurant
Wine shop (upper floor)

441 Main St

Drug store / pharmacy
Convenience / corner store (3)
Penthouse apartments
Event space / party room / ballroom (6)
Apartments (upper floor) (8)
Clothing retail (3)
Starbucks / Coffee Beam & Tea
Kids Zone
Healthy restaurant
Kids Strong (physical fitness for young kids)
Xfinity store
Art supply store
Arcade / indoor play
Office space
Bar
Nice Apartments (all building)
Ice cream shop
Wet Willies and karaoke
Cigar bar

523 N Main

Health food store

Baskin Robbin / Ice cream shop (2)

Jamba Juice

Yoga & Pilates

Plant-based restaurant (3)

Meat market / butcher (2)

Convenience store (2)

Book store

Apartments (upper floor) (8)

Xfinity store

Bakery (4)

Breakfast restaurant (2)

Reading nook

Coffee shop

Boutique

Nothing chain

Candy shop

Daycare (2)

Pool hall w bar (upper floor)

Old Country Store w retail

Bar / pub

Outfitter / sporting goods (locally owned)

Healthy food options (acai bowls, smoothies)

524 N Main St (former theater)

Music / arts venue (2)

Apartments (upper floors) (5)

Juicing bar / healthy foods / vegan

Theater / \$1 movies (3)

North Street Press Club

Event / Party Rental space (3)

Kids Zone / amusement (2)

Women's shoe store

Nothing chain

Taproom w stage and music

Game room for youth

520 N Main St

Apartments (upper floors) (7)
Art gallery
Co-op like d'Art Center in Norfolk
Steakhouse
Dinner and a Movie
Kids Space- science and tech based
Women's Clothing Boutique (3)
Nothing chain
Spa / Wellness Center (4)
Healthy bar
Kids Museum
Stem Center
Dry Cleaner
Community market during the week
Bistro
Luxury Dine-In Movie Theater
New American restaurant and bar
Deli restaurant
Slide park for kids
Hookah lounge (2)

Frozen yogurt
Adult entertainment- bar/club, game arcade (2)
Trampoline park (2)
Little Theater
Community theater for teaching kids and year-round camps

504 Wilborn Ave

Rock climbing
Trampoline park (3)
Escape rooms
Private movie rooms
Grocery store / Whole Foods / Sprouts / Harris
Teeter (3)
Office conference space
Dave + Busters (2)
Mall
Top Golf
Poetry lounge
Jazz / Poetry open mic bar
Parent and kid area
Fitness / wellness
Vegan Soul Food restaurant
Office space (2)
Apartments (2)
Daycare (2)
Go Cart World (2)
Indoor Slide Park
Winery

Dillards / Department Store
Hitachi warehouse (2)
Light manufacturing
Upscale Independent Senior Living
Demo building / public park / parking / dog park (2)
Roof top restaurant
Food Mall
Shopping / Boutiques (3)
Data Center
Self Storage
Chick-Fil-A
Zaxby's
Seafood restaurant
Pet Daycare
Boys & Girls Club

What's Missing

Locally owned bookstore

Coffee shop

Ice cream shop (2)

Local products

Nightlife- bars/clubs (2)

Any food at night

Five Guys / burger chain restaurant

Jewelry retail and repair (3)

Dog groomer

PBAA Art Gallery

Boutique clothing

Chick-Fil-A

Chipotle

Pet Daycare

Convenience store (2)

More restaurants- dinner time specific

Small grocery store featuring local products

Boys & Girls Club (2)

Social District

Trader Joe's

Anything related to children- clothing stores/entertainment

Offices

Recommendations

- Tell Your Story
- Add Housing
- Façade Component Grants
- Micro-Retail Sheds
- Wayfinding

Tell Your Story

- Highlight:
 - Businesses + New Merchandise
 - New Property Owners
 - New Projects
 - People Downtown
- Professional Photography

After serving Saginaw for 164 years, Faler Drugs will be closing its doors on April 10th. We'd like to thank the Faler family, the Wenzel family, and especially Sandra, Michael, and Kevin for their years of service to the community.

Here's the story we ran on Faler back in 2022:

"Faler Drugs began in 1862 as a hardware and grocery store. It became a pharmacy in 1906, and then Joe Faler bought it in 1942 or 1943. Then our dad, Everett Wenzel, bought it in 1971 or 1972. Our dad was a great guy and friendly to customers. He was a family man and dedicated to his business and work. He started down at Chamberlain's Pharmacy on Court Street and worked there for over 50 years and when he left that business to run this one, a lot of his customers followed him here.

When our dad died in 2009, it became us three and our mother running the store. When she passed in May of 2019, we knew we were going to continue. We had to continue. It wasn't even a question. We don't remember even having a conversation about whether or not the store was going to continue—we just kept coming to work. Mike does the over the counter stuff, more or less. Kevin and Sandra run the pharmacy, and then Sandra deals with all the books and paying the bills.

We've been around a long time, and it's great that we've been around as long as we have to be able to serve our community. When you walk in the door, you'll see friendly faces in a friendly atmosphere. We also sell beer, wine, liquor, lottery, greeting cards, over-the-counter items, health products and we have a full-fledged pharmacy.

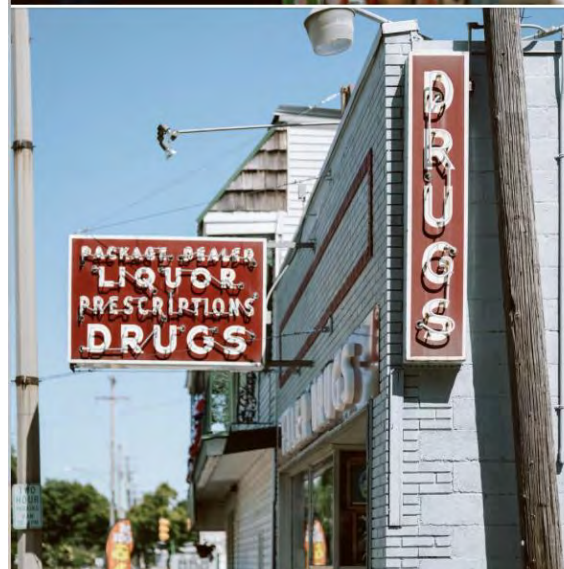
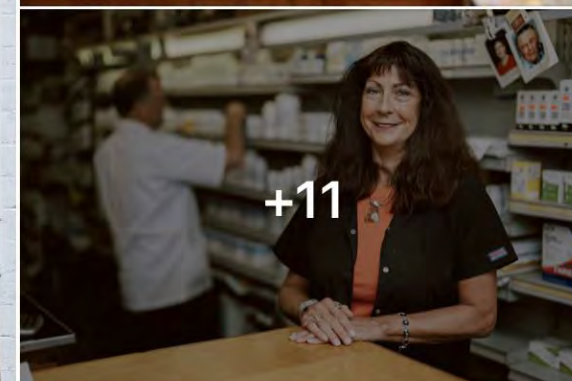
A customer came to our pharmacy last week and Kevin spent an hour explaining things to them. They had all kinds of questions about diabetes and Kevin helped them out. We even have some customers that come in that we golf and bowl with. We got to know them really well and now we golf and bowl with them. We've got a few old guys who come in every morning just to talk sports. It's a family here, and you don't find places like that much any more.

A lot of times, people come in just to look at the pictures on the walls. I told dad in 1983 that our walls are too bare, so my buddy made each frame for each picture. There are photos of the Detroit Tigers, the Detroit Redwings, the Detroit Lions and the Detroit Pistons.

We give away free vegetables here, too. We get these tomatoes from my buddy Mark. He wants to get rid of them and he brings them to us because he knows I'll give them away. We've had peppers, cucumbers, tomatoes, watermelons. Big watermelons! He brings them in and we put him right here in the front where people can get them. We usually put a sign in the door that customers can grab some.

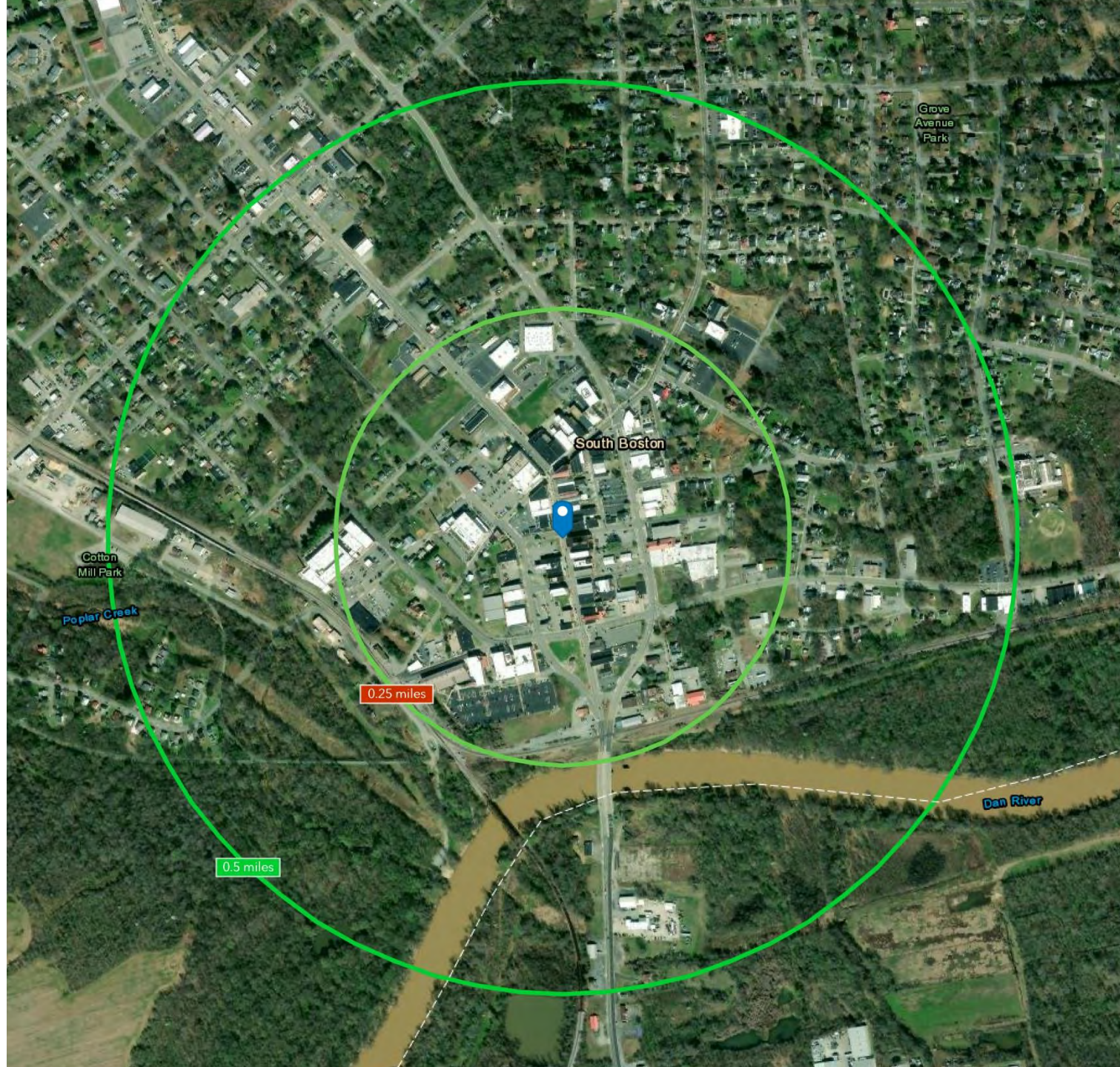
The best part about all these years is seeing the customers every day, being able to service people, and continuing the legacy of Faler Drugs. If our dad was here, he would say to keep up the good work."

—Sandra Lieber, Michael Wenzel, and Kevin Wenzel, Faler Drugs



Add Housing

**PLACE
+MAIN**
ADVISORS



Add Housing

Totals	2031 HH Demand	25 New Units	50 New Units	100 New Units	200 New Units
Total retail trade including food and drink (NAICS 44, 45 and 722)	\$57,233.96	\$1,430,848.96	\$2,861,697.91	\$5,723,395.83	\$11,446,791.65
Total retail trade (NAICS 44 and 45)	\$49,900.34	\$1,247,508.42	\$2,495,016.84	\$4,990,033.68	\$9,980,067.35
Food services and drinking places (NAICS 722)	\$7,333.62	\$183,340.54	\$366,681.08	\$733,362.15	\$1,466,724.30
Meals Tax (6%)	\$440.02	\$11,000.43	\$22,000.86	\$44,001.73	\$88,003.46

Façade Component Grants

- Build Off of Flowerpots Success (Continue)
- Smaller, Targeted Grants
 - Year 1- Awnings
 - Year 2- Exterior Lighting
 - Year 3- Signs (Blade + A-Frame)
 - Year 4- Paint
 - Year 5- Outdoor Furniture





Micro-Retail Sheds

- Pop-Up Spaces
- Seasonal
- Monthly Rental





Wayfinding

- Signage to Downtown
- Parking

