

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

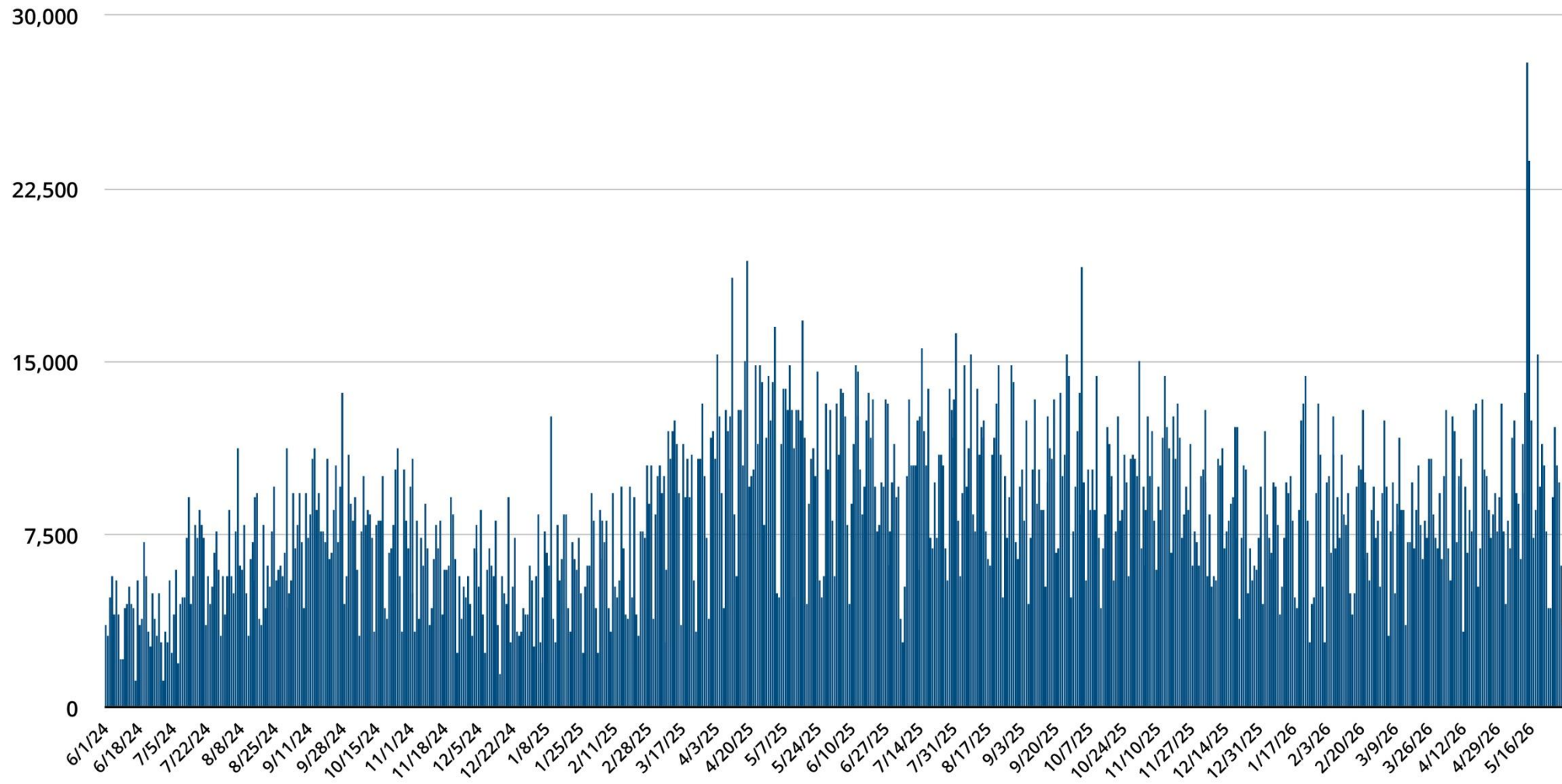
Data Overview

- Geofencing Data

June 1, 2024 – May 31, 2026

6,080,000 Visits

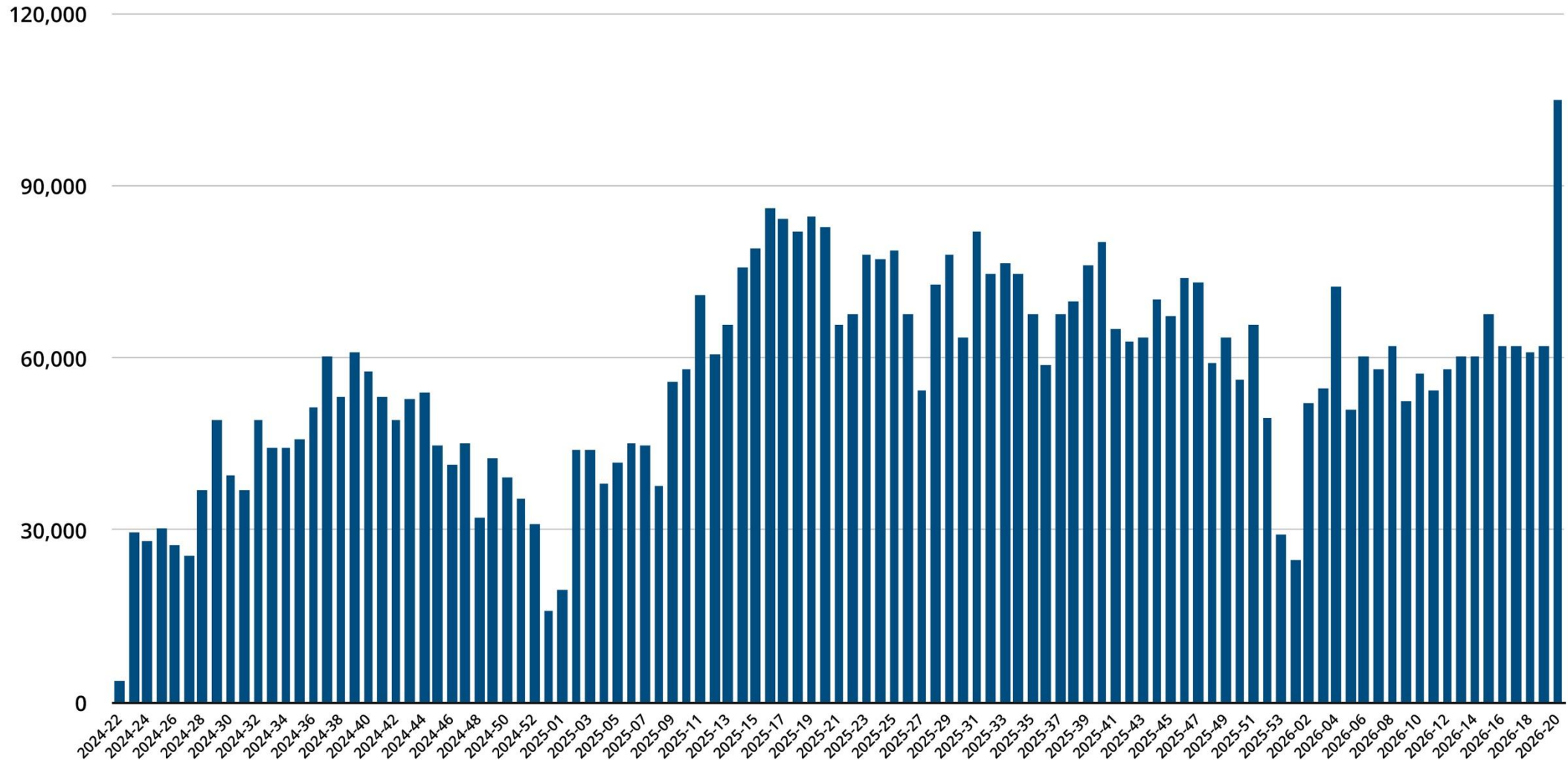
Geofencing Data- Visits By Day



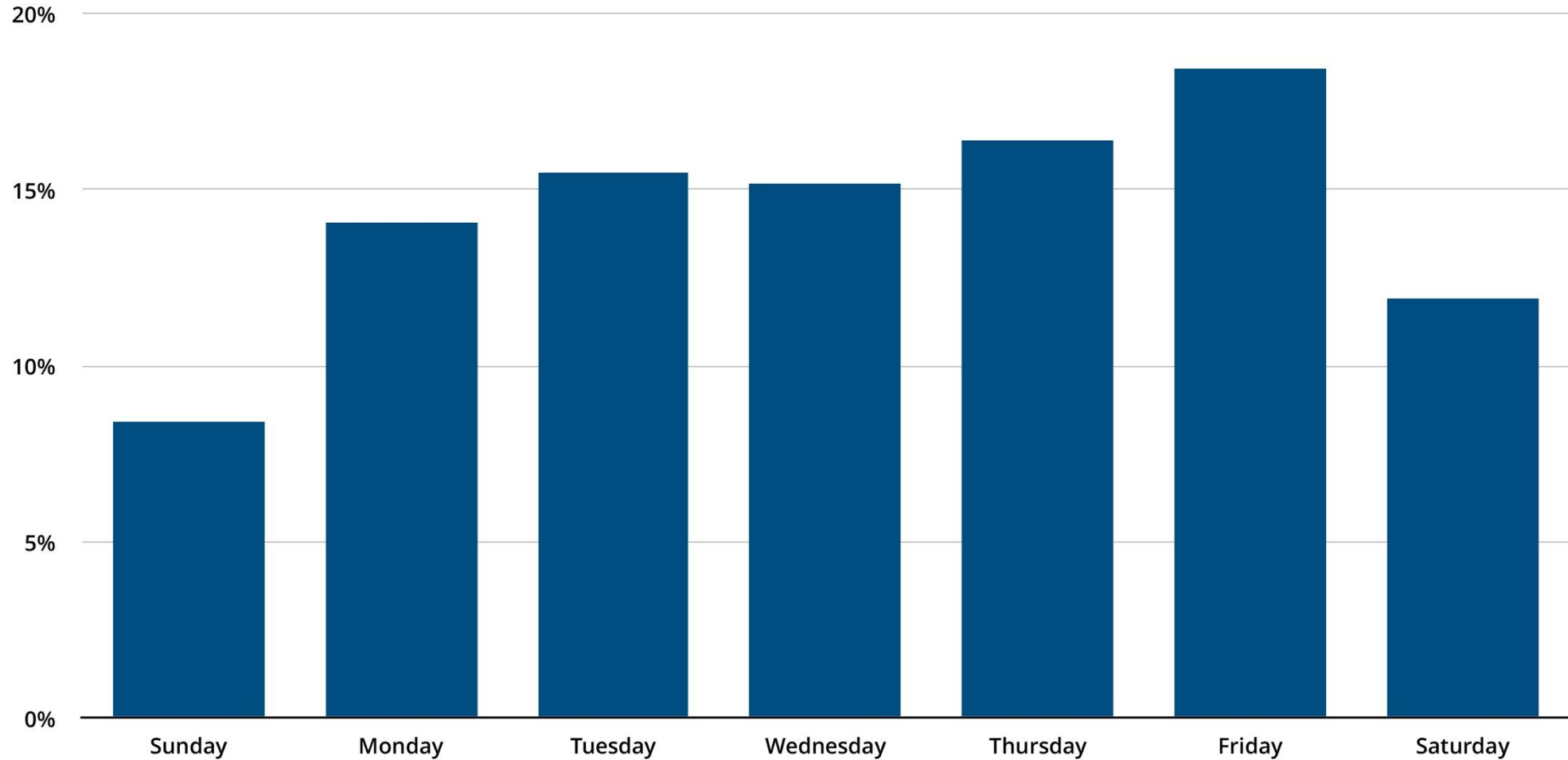
Geofencing Data- Visits By Day

Week Of	# of Visits
5/14/26	28,005
5/15/26	23,697
4/18/25	19,388
10/3/25	19,149
4/11/25	18,670
5/16/25	16,755
5/2/25	16,516
8/1/25	16,277
7/15/25	15,559
5/14/26	28,005

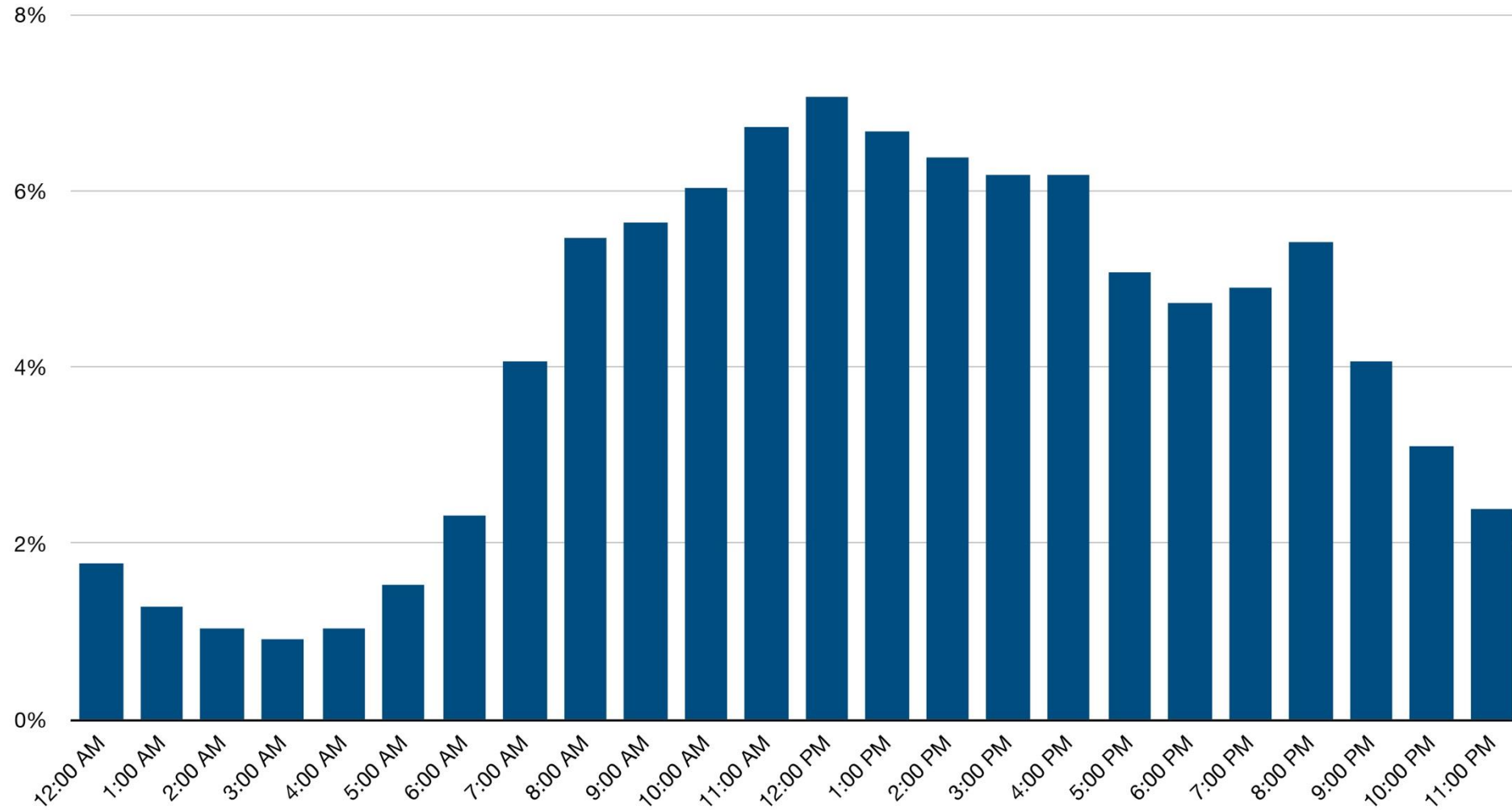
Geofencing Data- Visits By Week



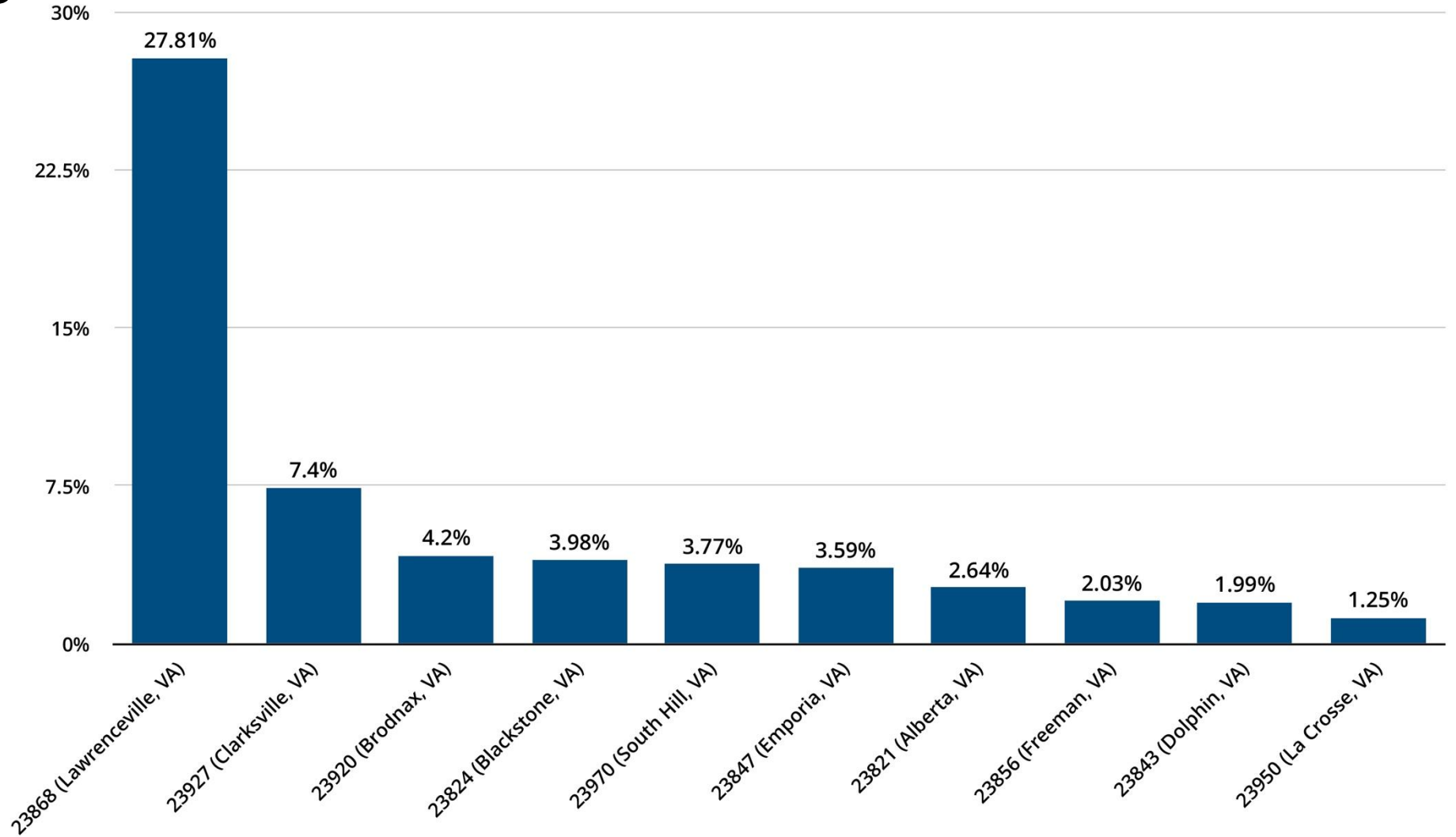
Geofencing Data- Visits By Day of the Week



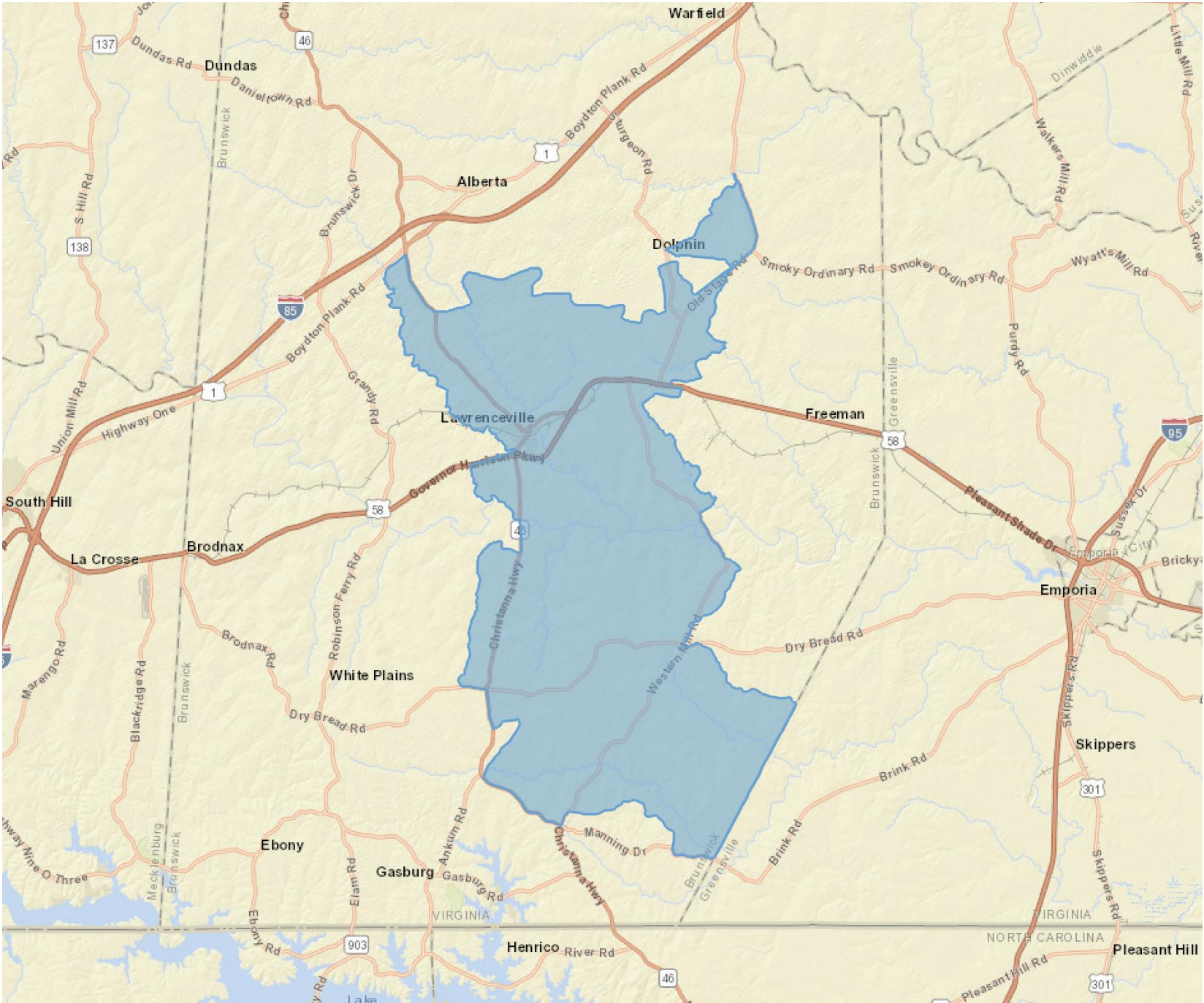
Geofencing Data- Visits By Time of Day



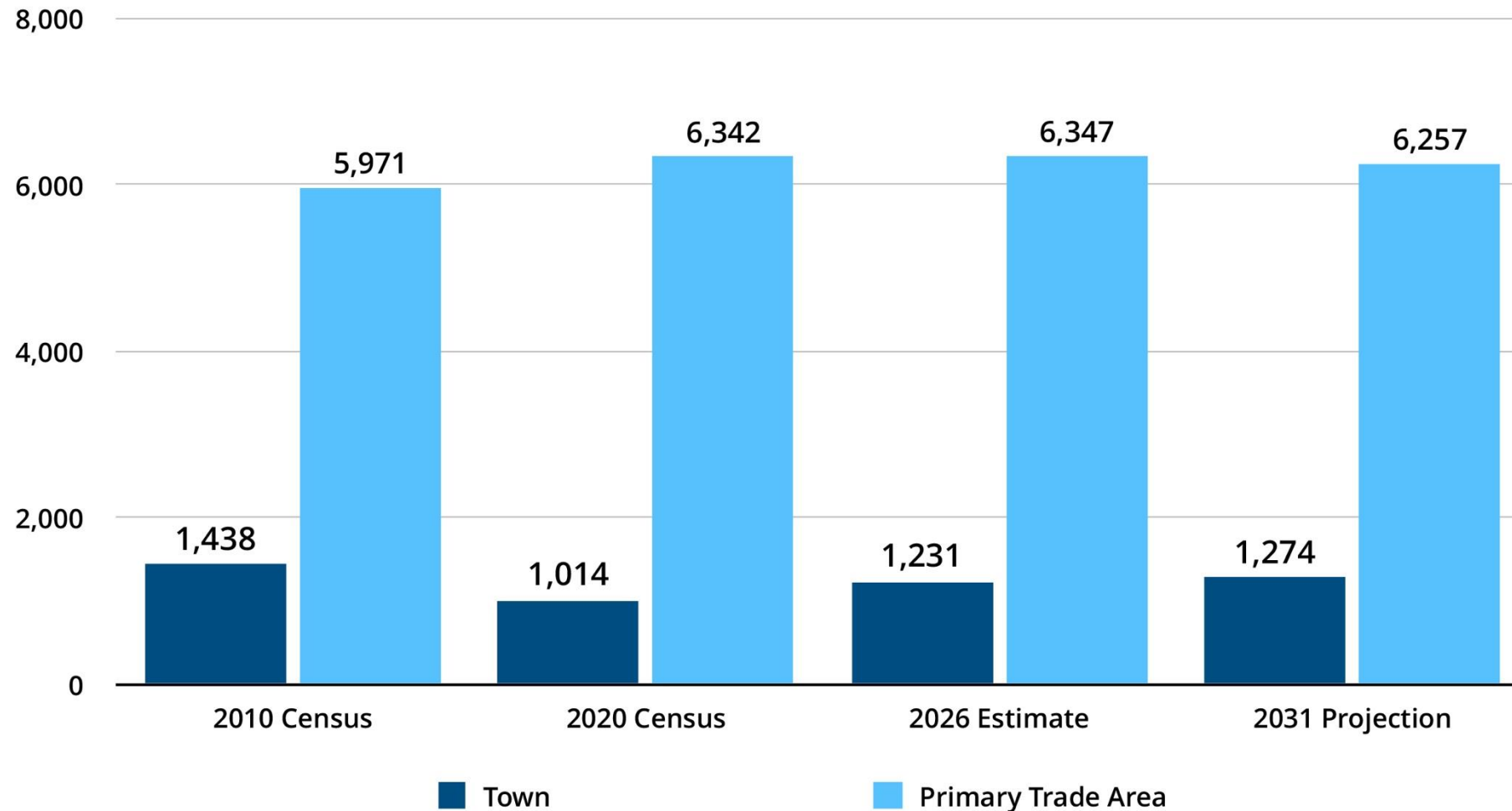
Geofencing Data- Top Zip Codes



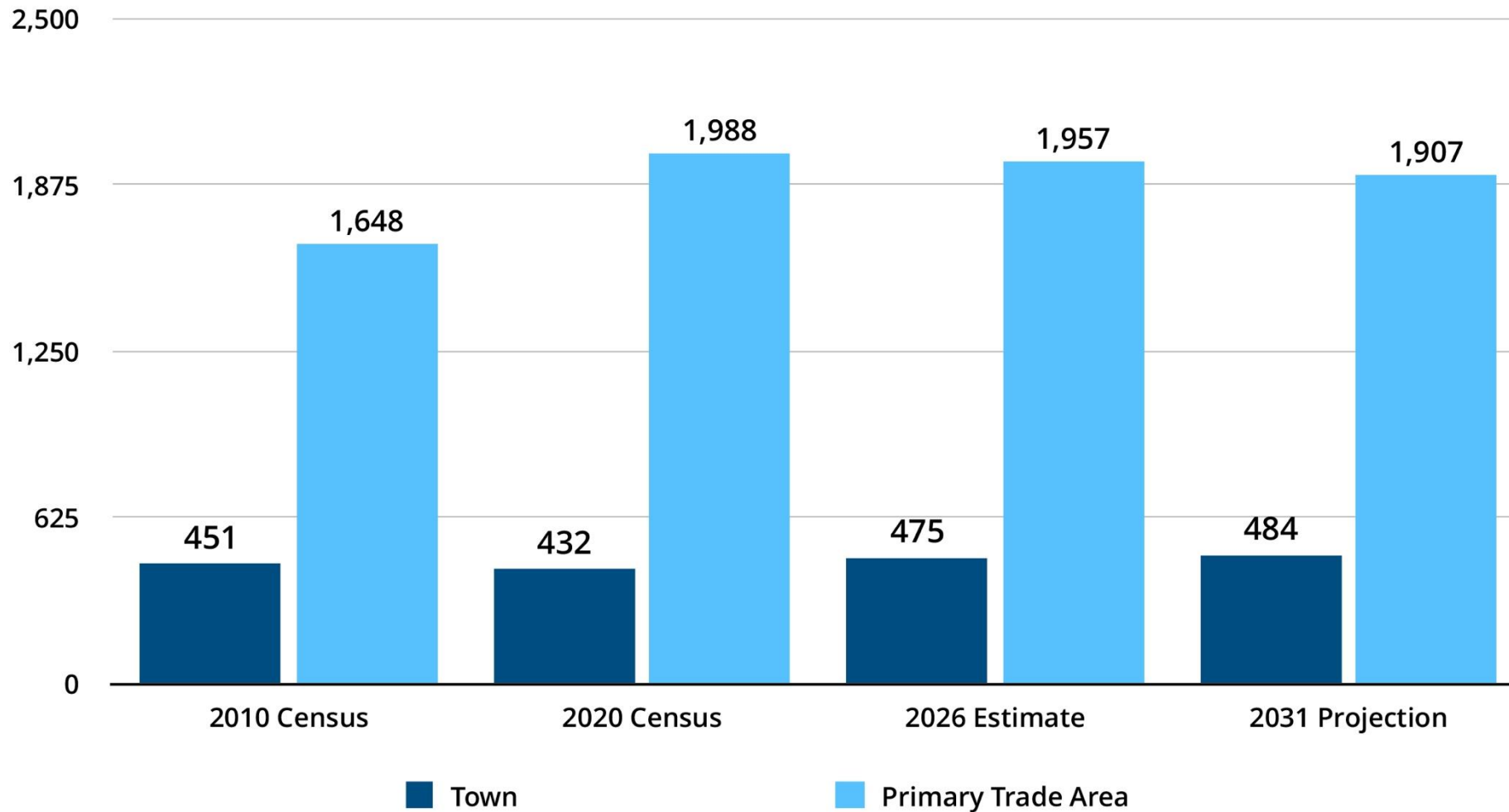
Primary Trade Area



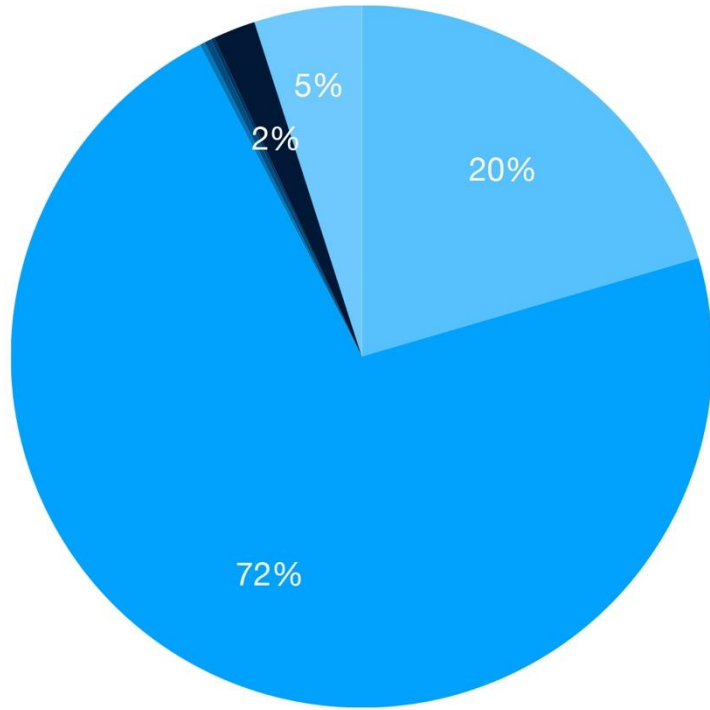
Demographic Trends- Population



Demographic Trends- Households

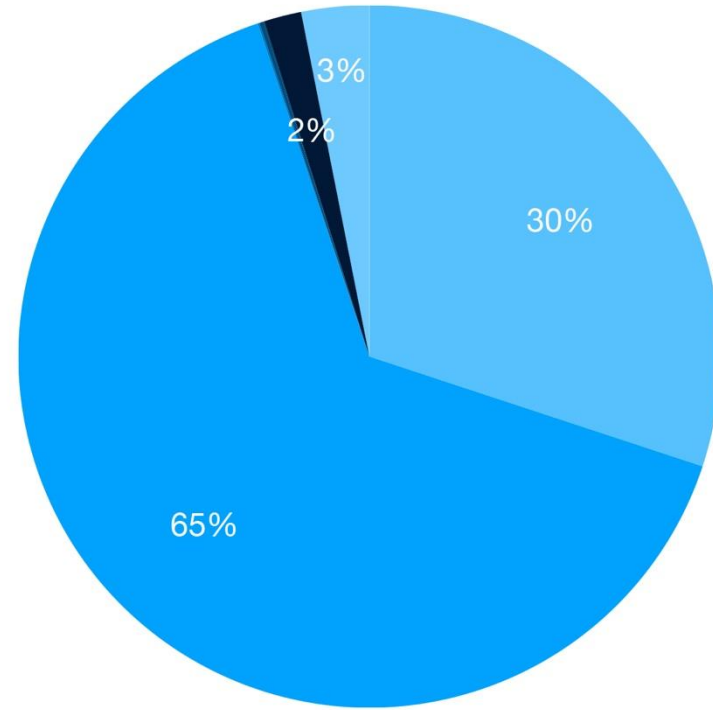


Demographic Trends- Race



- White Alone
- American Indian/Alaskan Native Alone
- Native Hawaiian/Pacific Islander Alone
- Two or More Races
- Black/African American Alone
- Asian Alone
- Some Other Race Alone

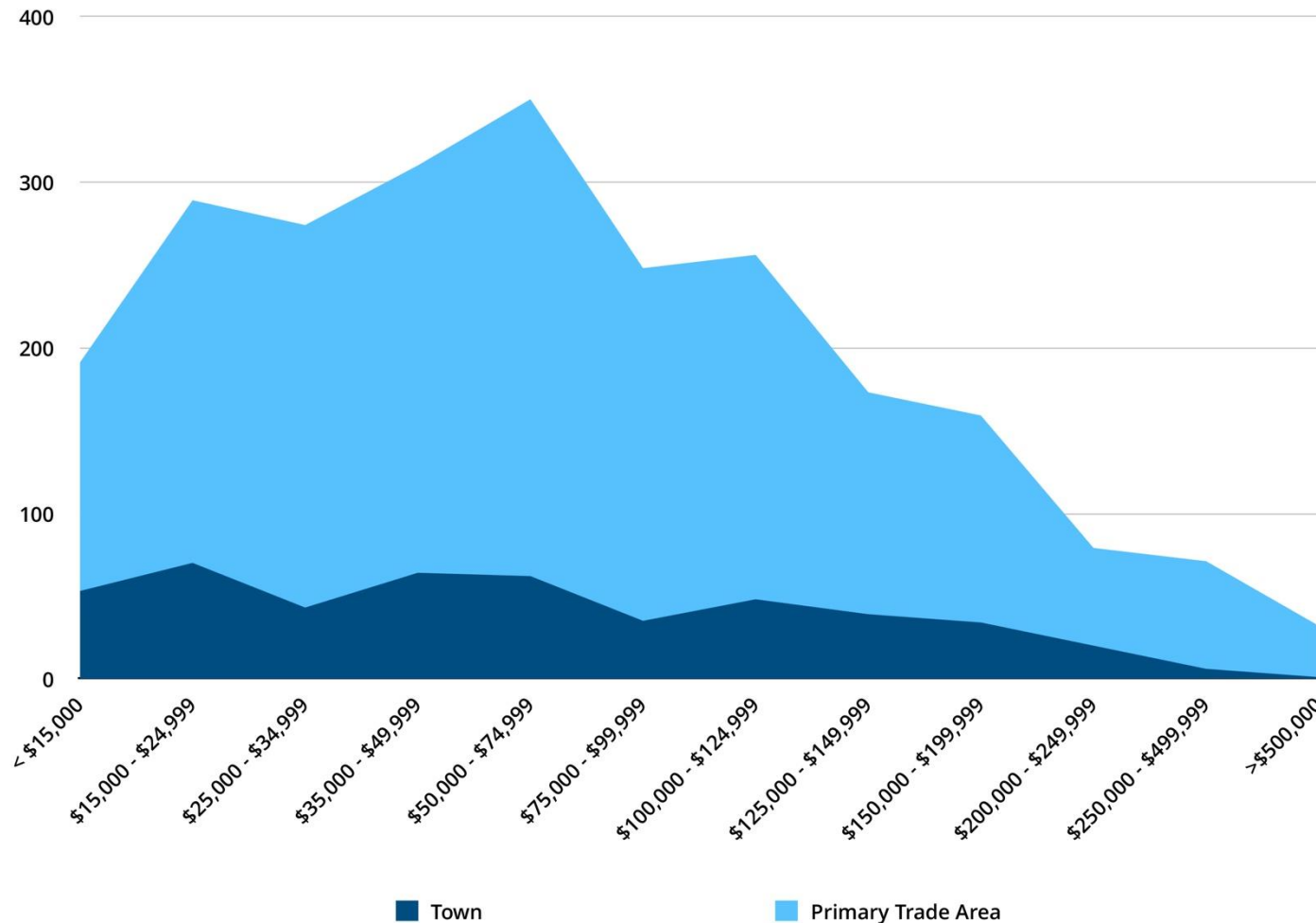
TOWN



- White Alone
- American Indian/Alaskan Native Alone
- Native Hawaiian/Pacific Islander Alone
- Two or More Races
- Black/African American Alone
- Asian Alone
- Some Other Race Alone

PTA

Demographic Trends- Income

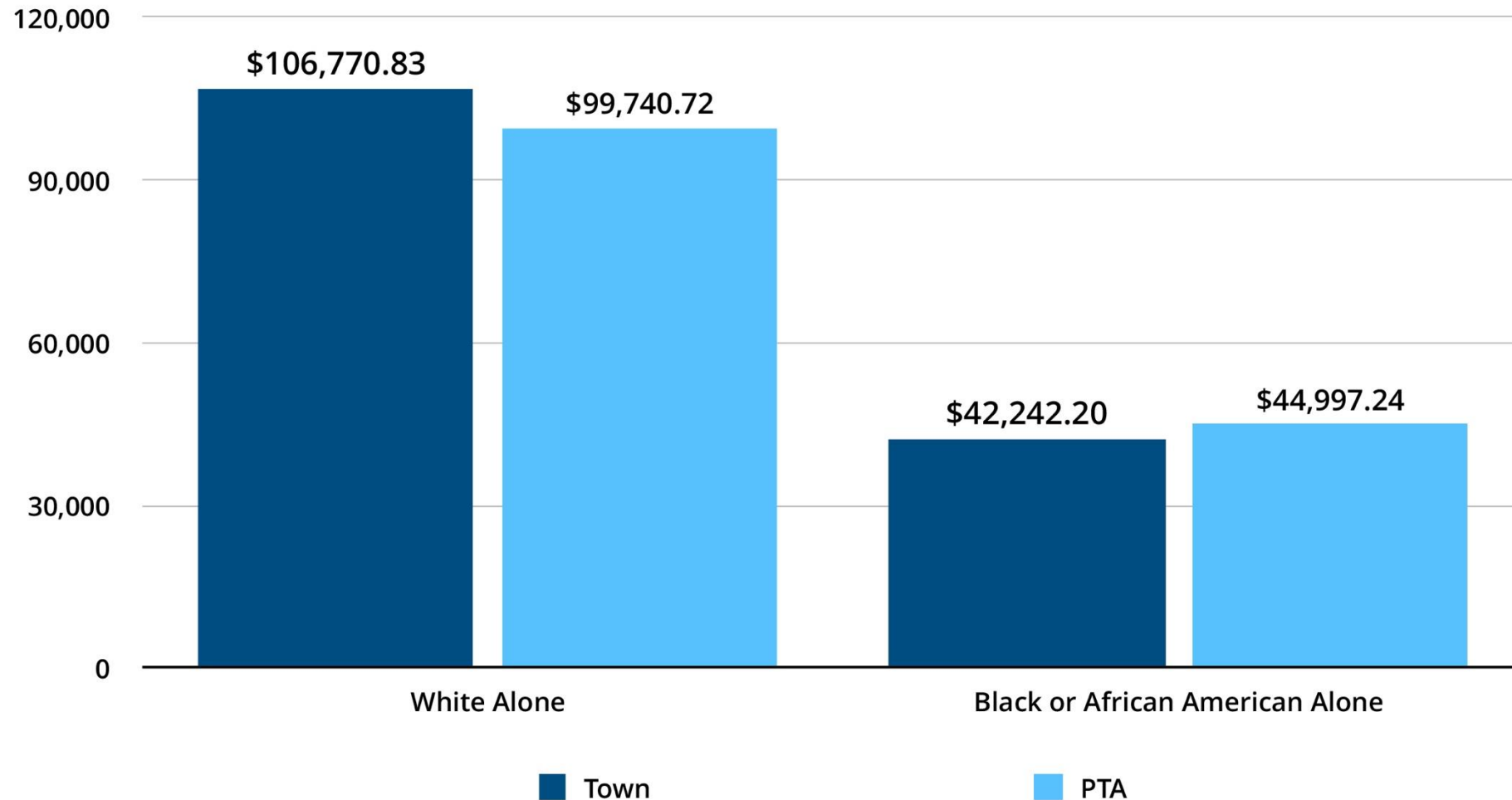


Avg HH
Income

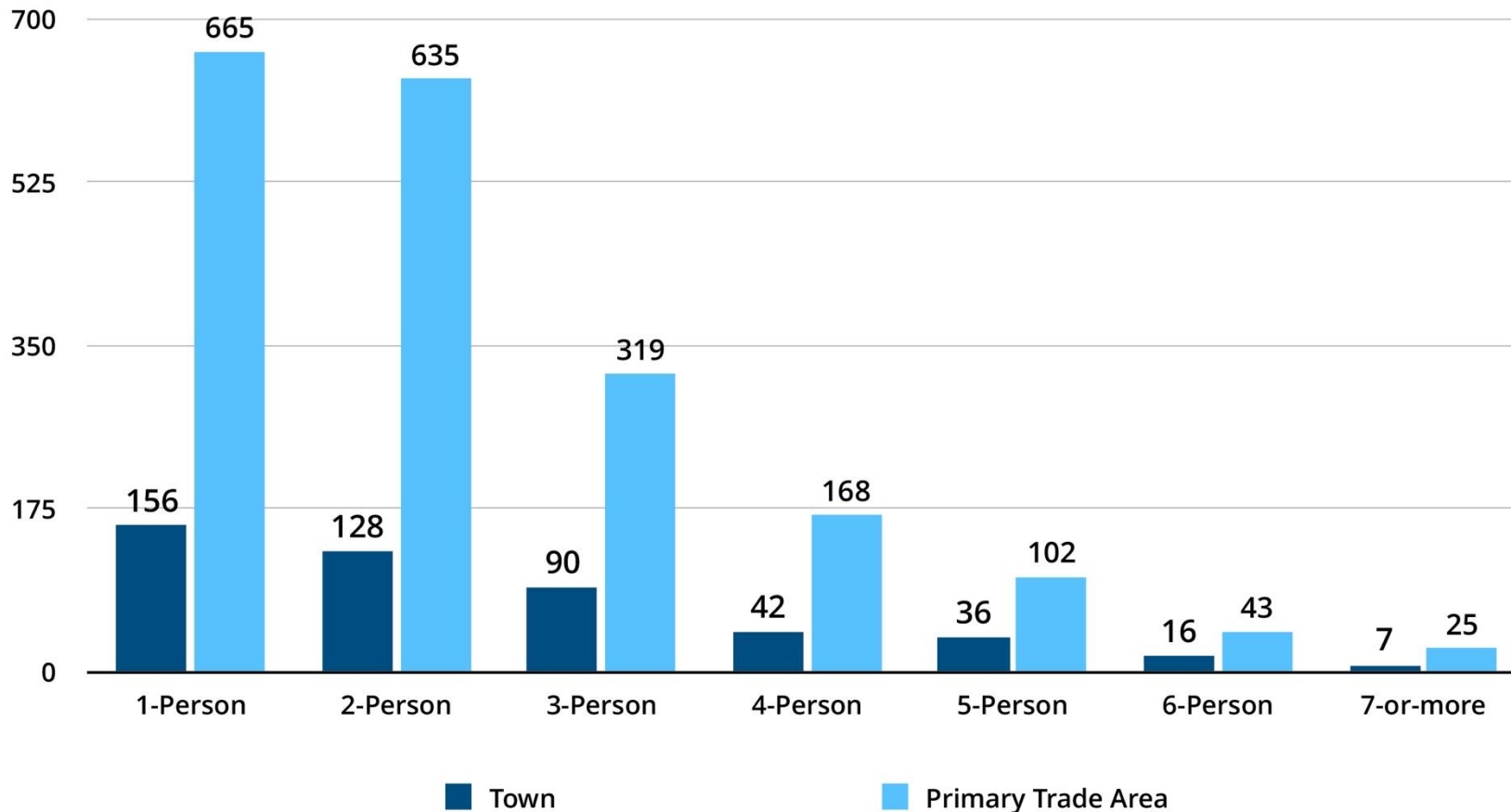
Median HH
Income

Lawrenceville	Primary Trade Area
\$ 77,088.00	\$ 89,969.00
\$ 52,270.51	\$ 61,325.21

Demographic Trends- Income By Race



Demographic Trends- People Per HH



Average Household Size:

Town- 2.47

PTA- 2.30

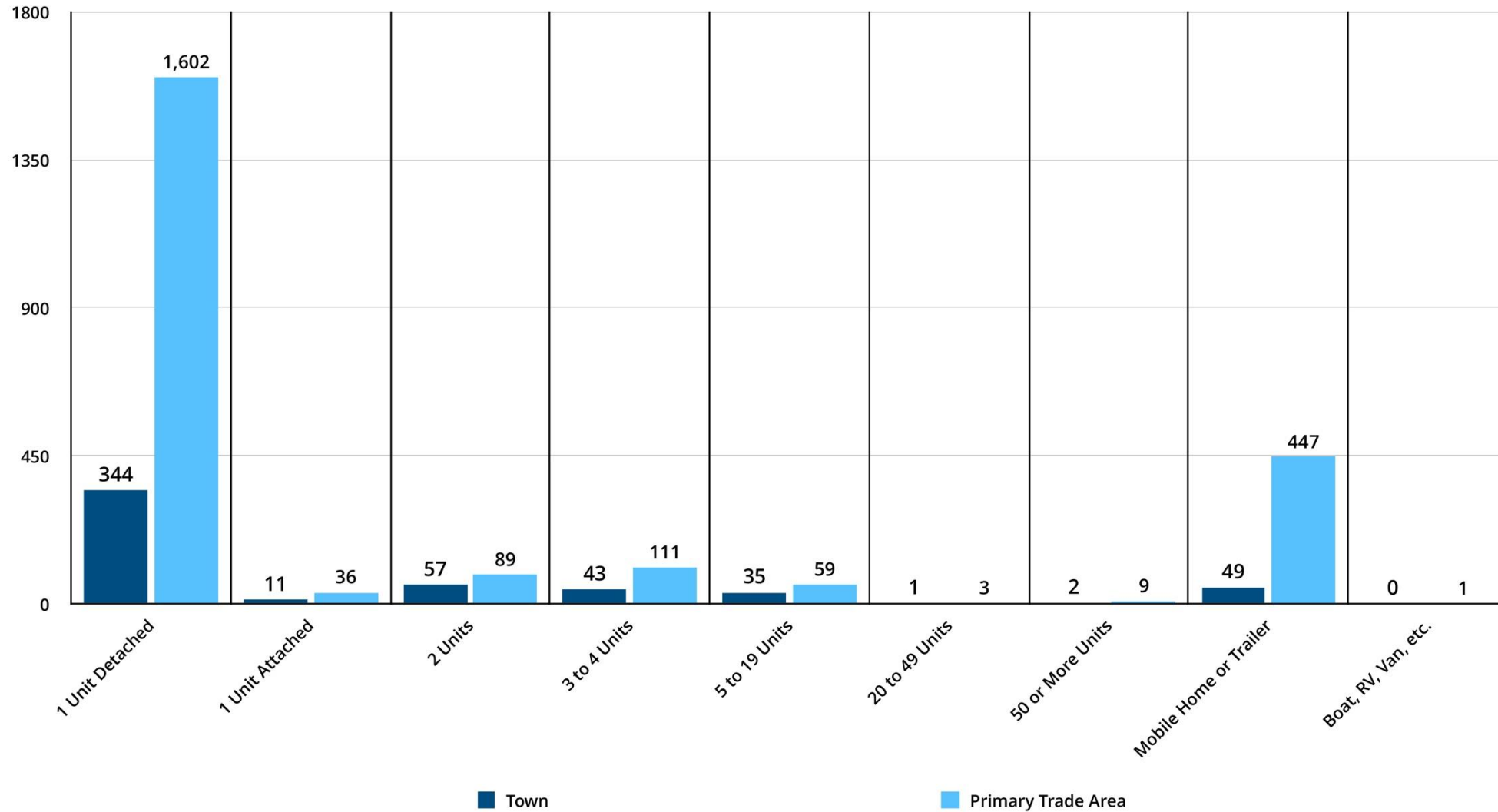
% of HH WITHOUT Children Under 18:

Lawrenceville- 68.5%

Brunswick Co- 73.5%

Virginia- 70.6%

Housing Units Types



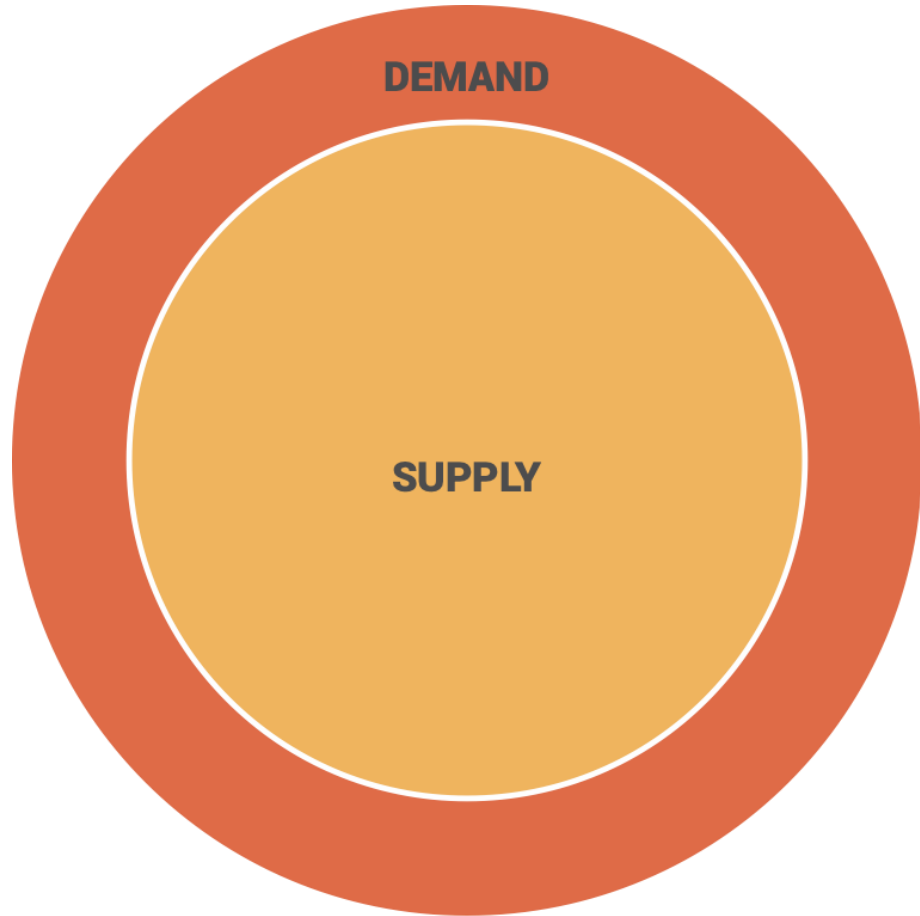
Retail Leakage

SUPPLY

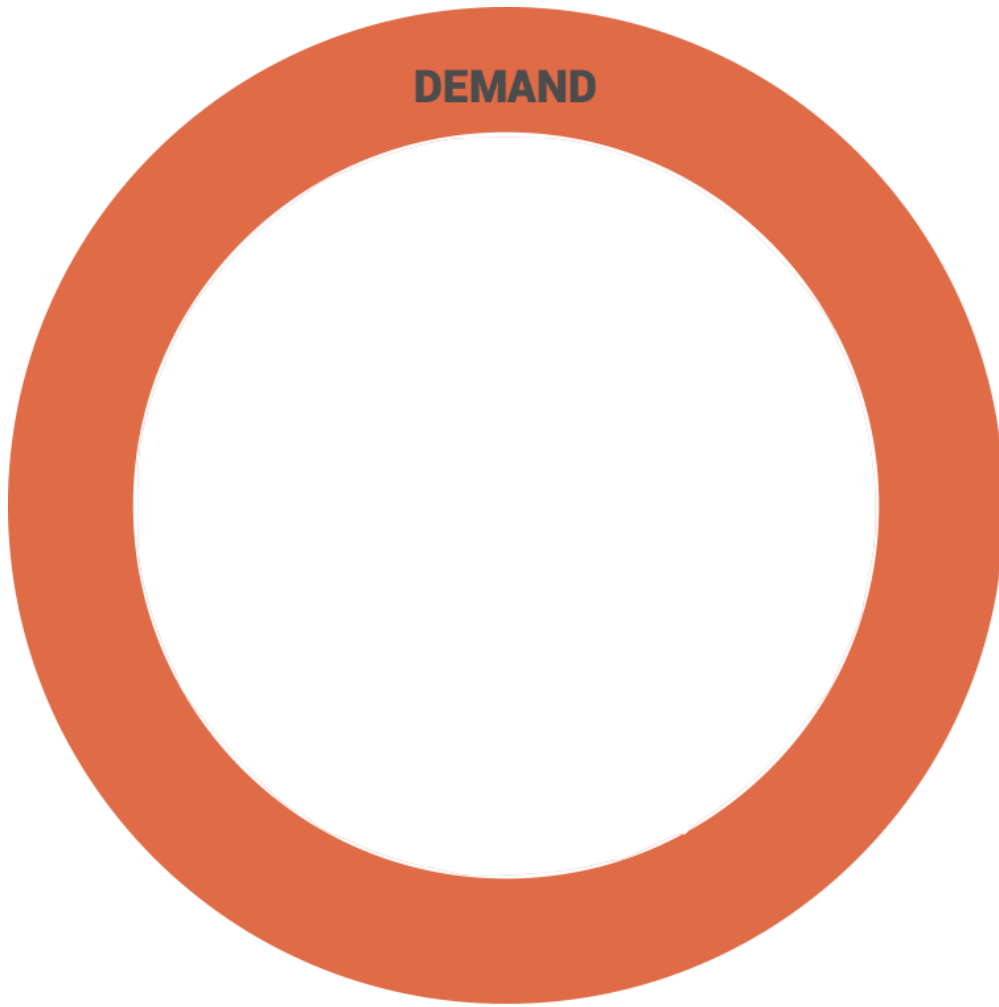
What
Stores
Sell

DEMAND

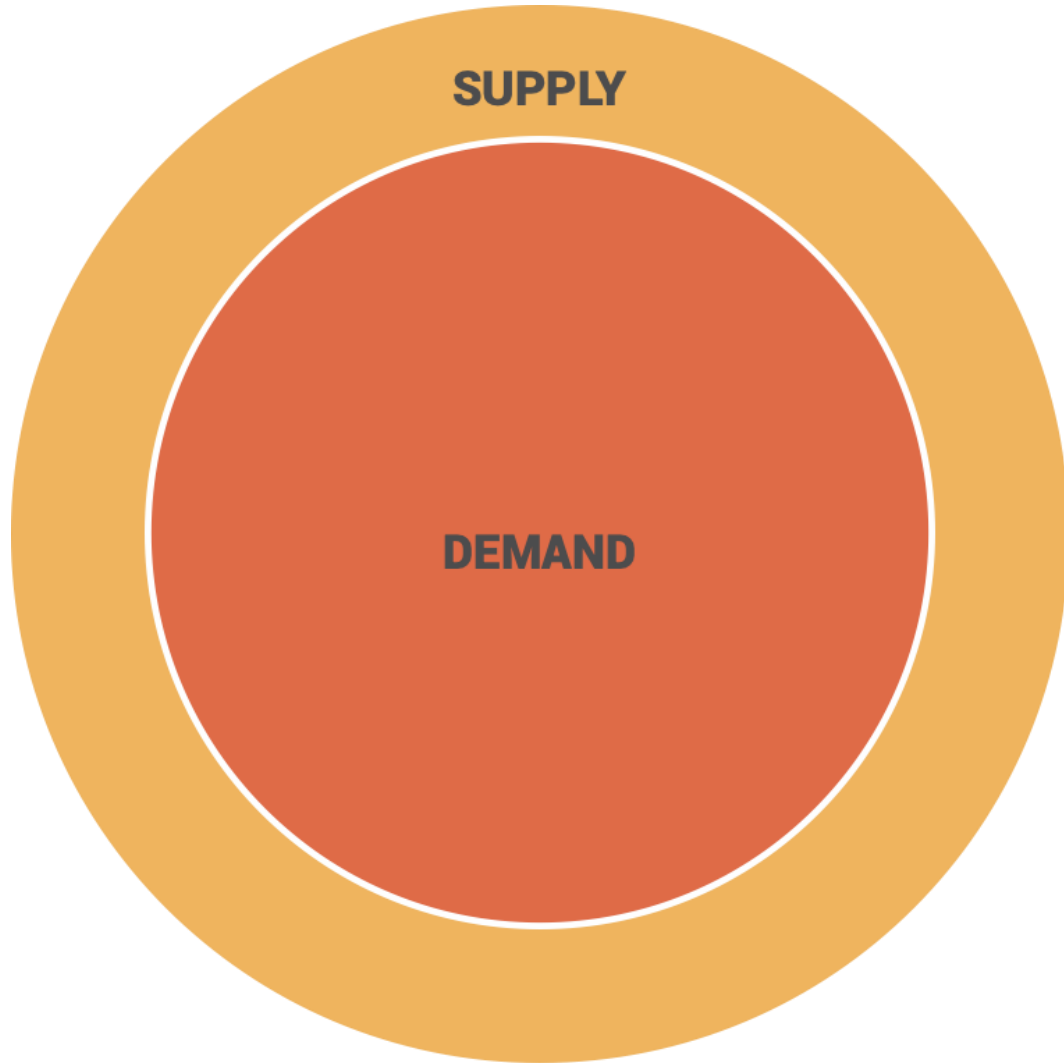
What
Customers
Buy



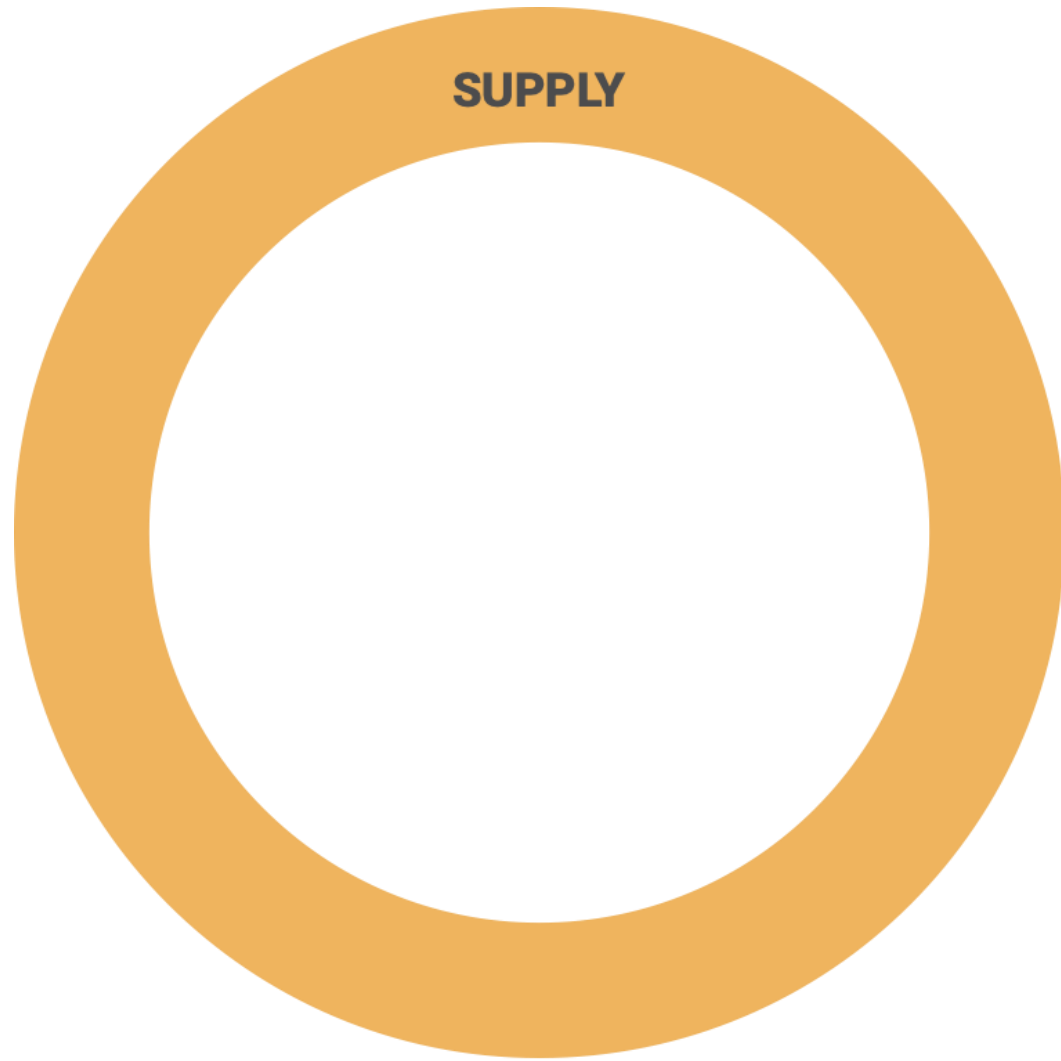
When Customers Demand
More than the Stores Supply



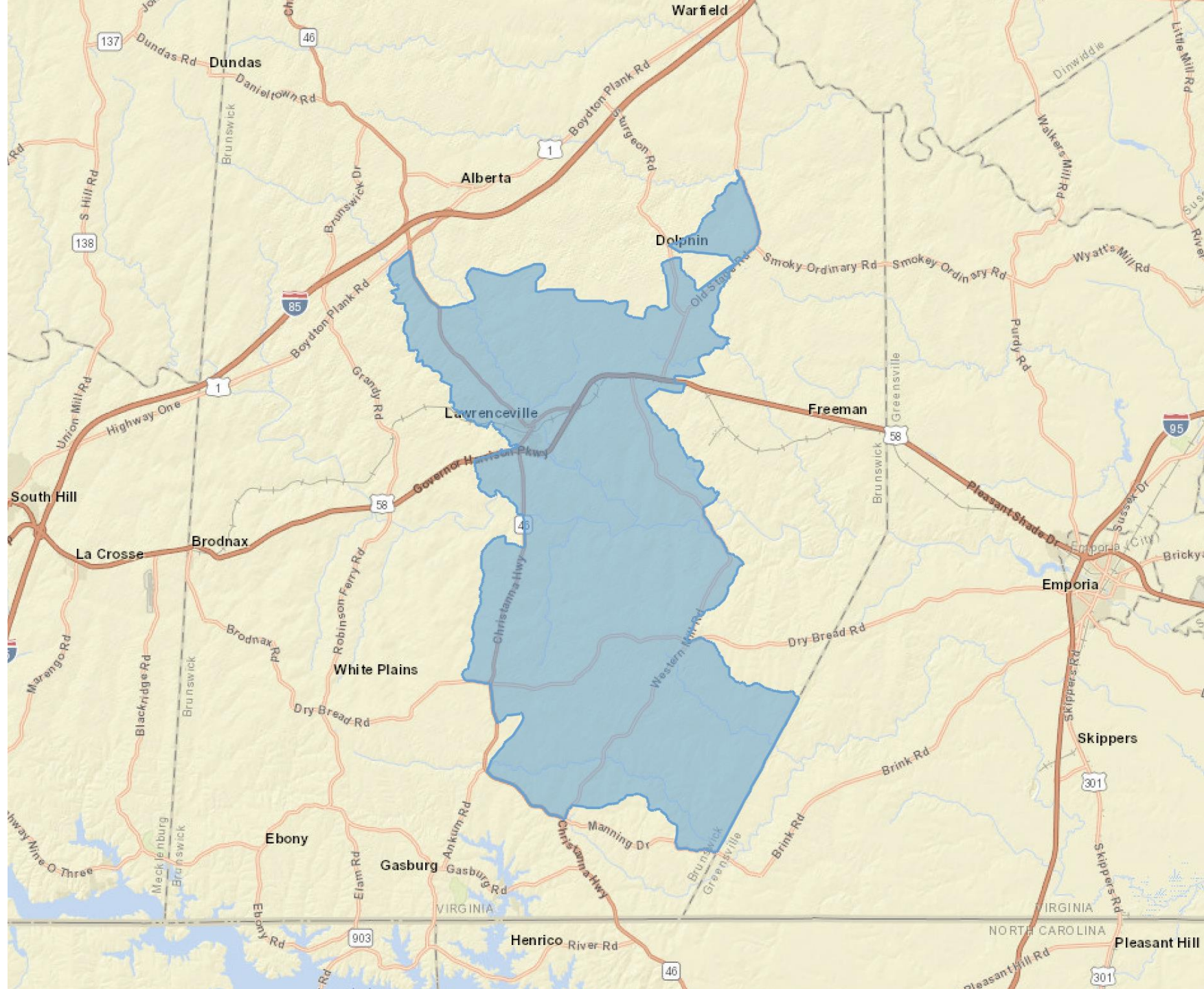
THIS IS A
GAP



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)	\$114,834,571	\$37,402,727	\$77,431,844	\$121,366,017	\$83,963,290
Retail trade (NAICS 44 and 45)	\$99,980,016	\$34,365,910	\$65,614,106	\$105,718,931	\$71,353,021
Food services and drinking places (NAICS 722)	\$14,854,555	\$3,036,817	\$11,817,738	\$15,647,086	\$12,610,269

Retail Leakage

Totals	2026 Demand (\$)	2026 Supply (\$)	Opportunity Gap/Surplus (\$)	2031 Demand (\$)	Projected Gap/Surplus	Max. Supportable Sq Ft
Supermarkets and other grocery retailers (except convenience retailers) (NAICS 44511)	\$11,080,782	\$5,028,538	\$6,052,244	\$11,800,003	\$6,771,465	13,543
Furniture retailers (NAICS 44911)	\$1,302,646	\$73,754	\$1,228,892	\$1,425,988	\$1,352,234	4,161
Home furnishings retailers (NAICS 44912)	\$1,417,774	\$265,814	\$1,151,960	\$1,527,741	\$1,261,927	3,606
Pharmacies and drug retailers (NAICS 45611)	\$8,184,719	\$2,914,019	\$5,270,700	\$8,366,299	\$5,452,280	13,631
Clothing and clothing accessories retailers (NAICS 4581)	\$4,587,173	\$382,381	\$4,204,792	\$4,507,772	\$4,125,391	12,694
Sporting goods retailers (NAICS 45911)	\$1,096,508	\$0	\$1,096,508	\$1,155,486	\$1,155,486	5,777

Retail Leakage

Totals	2026 Demand (\$)	2026 Supply (\$)	Opportunity Gap/Surplus (\$)	2031 Demand (\$)	Projected Gap/Surplus	Max. Supportable Sq Ft
Full-service restaurants (NAICS 722511)	\$6,339,154	\$1,069,873	\$5,269,282	\$6,681,262	\$5,611,389	9,199
Limited-service restaurants (NAICS 722513)	\$5,736,313	\$1,913,953	\$3,822,360	\$6,032,864	\$4,118,911	20,595
Snack and nonalcoholic beverage bars (NAICS 722515)	\$1,002,403	\$20,853	\$981,550	\$1,054,483	\$1,033,630	2,432

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](#)

TOWN OF LAWRENCEVILLE

Collect Inventory

Share Business Inventory Form

Download Data

Overview Parcels Businesses

Property Tag	Building/Parcel of Significance	Upper Floor (bldg)	Business Count (from Parcels)	Building Vacancy	Business Type
Not Filtered	Not filtered	No data	No data	Not filtered	No data

Total Parcels	Percent Complete	Total Businesses	
216	 0%	0	
Buildings with Vacancy		Total People Employed	
0		No data	
Significant Bldgs/Parcels		Historic or Legacy Businesses	
0		0	
Ground Floors with Vacancy	Upper Floors with Vacancy	Locally-owned Businesses	
0	0	0	

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TOWN OF LAWRENCEVILLE

[Collect Inventory](#)

[Share Business Inventory Form](#)

[Download Data](#)

Overview Parcels Businesses

Property Tag	Building/Parcel of Significance	Upper Floor (bldg)	Business Count (from Parcels)	Building Vacancy	Business Type
Not Filtered	Not filtered	Not filtered	Not Filtered	Not filtered	No data
Total Parcels		Percent Complete		Total Businesses	
216		 100%		0	
Buildings with Vacancy			No data		
52					
Significant Bldgs/Parcels			Historic or Legacy Businesses		
62			0		
Ground Floors with Vacancy		Upper Floors with Vacancy		Locally-owned Businesses	
49		52		0	

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TOWN OF LAWRENCEVILLE

Collect Inventory

Share Business Inventory Form

Download Data

Overview **Parcels** Businesses

Total Parcels

216

Percent Complete



Parcels with Buildings

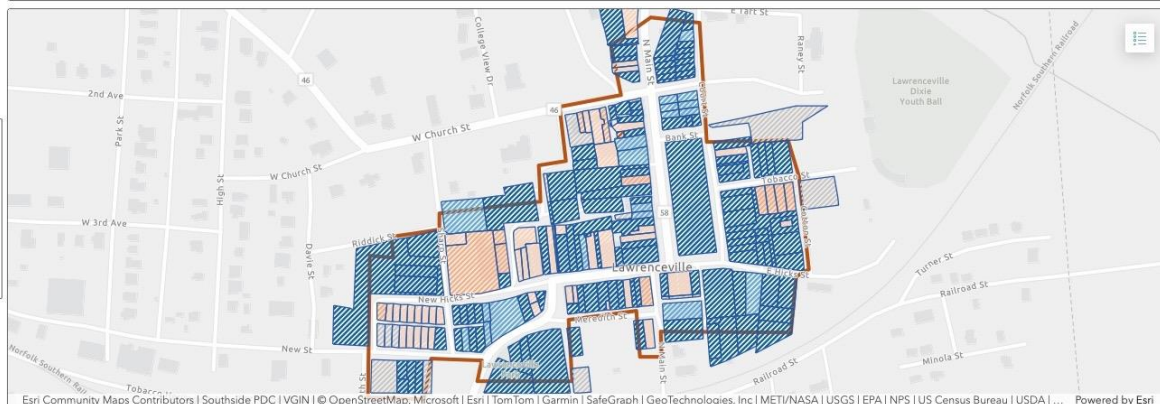
139

Vacant Buildings

60

Vacant and Idle Parcels

22



Maintenance/Repair Needs

6

Significant Buildings/Parcels

62

Current Housing Units

11

Potential Housing Units

116

Building Vacancy



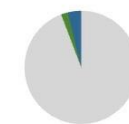
Entirely vacant 48
Fully occupied 68
Partially vacant/ 12
Unclear/other 5

Building Use



Commercial (Business/ Nonprofit) 40
Educational 2

Parcel Land Use



other 49
Park/ Recreation 1
Parking Lot 2

49

Identified Businesses

221.17k

Bldg Sq Footage

Vacant Total

49

Ground Floors with Vacancy

52

Upper Floors with Vacancy

Building a Complete Business Directory:

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

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Lat: Lon:

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
+MAIN**
ADVISORS

409 N Main St

Sandwich shop (6)

Bakery / cupcake cake (6)

Ice cream shop

Wine & Cheese shop / wine tasting (2)

Brewery

Dog groomer

Hibachi take out

Highlight the Green Brook history

Pet store

Apartments

Breakfast / lunch counter (2)

Donut shop (2)

407 N Main St

Sub / pizza shop

Arcade room

Axe throwing activities place

Barber / beauty school

Dog spa / groomer (7)

Spa / hair / nails / massage (2)

209 N Main St

Clothing retail store

Department store

Spa / nail salon

Hair school (upper floor)

Apartments (upper floor) (4)

Shops

Office space (2)

Childcare

Café

Mexican restaurant w alcohol

Community center for kids after school programs

TJ Maxx

Sports complex

Pharmacy

Bowling alley

Aquatics store

Pet shop

102 W Hicks St

Hotel w bar (5)

Mini mall

Upscale steakhouse

Bar (upper floor)

Apartments (upper floor)

Retail space

Office space

Air BnB (2)

139 W Hicks St

Massage spa

BBQ restaurant

Consignement boutique (2)

Restaurant

Ice cream parlor (2)

Nail salon (2)

Antique mall

Mexican restaurant (full service)

Pharmacy

Game room for youth

149 W Hicks St

YMCA (8)

Art studio (2)

Martial arts & fitness

Community center w holistic care

Medical pharmacy

Butcher shop (3)

Cheese shop

Community center (2)

Bowling alley w bar (3)

Grocery store

Entertainment center

Skating rink (3)

Movie theater (3)

Youth center (3)

Sports complex w restaurant

Something for the kids

What's Missing

Ice cream shop (3)

Thrift store

YMCA

Grocery store / Publix (2)

Consignement store

Clothing store

Pharmacy (6)

Make up store / Sephora

Photography studio

Farmers market (3)

Lounge

Sub shop

Juice / health bar

Fitness center for youth & adults

Recommendations

- Raise Expectations + Standards
- Tell Your Story
- Boutique Hotel
- Add Housing
- Retail + Restaurant Recruitment

Raise Expectations + Standards

- Stricter Code Enforcement
- Building Inspections
- Façade Component Grants
 - Year 1- Awnings
 - Year 2- Exterior Lighting
 - Year 3- Signs (Blade + A-Frame)
 - Year 4- Paint
 - Year 5- Outdoor Furniture

Standards Protect the Safety of the Public + Investment of Property Owners

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



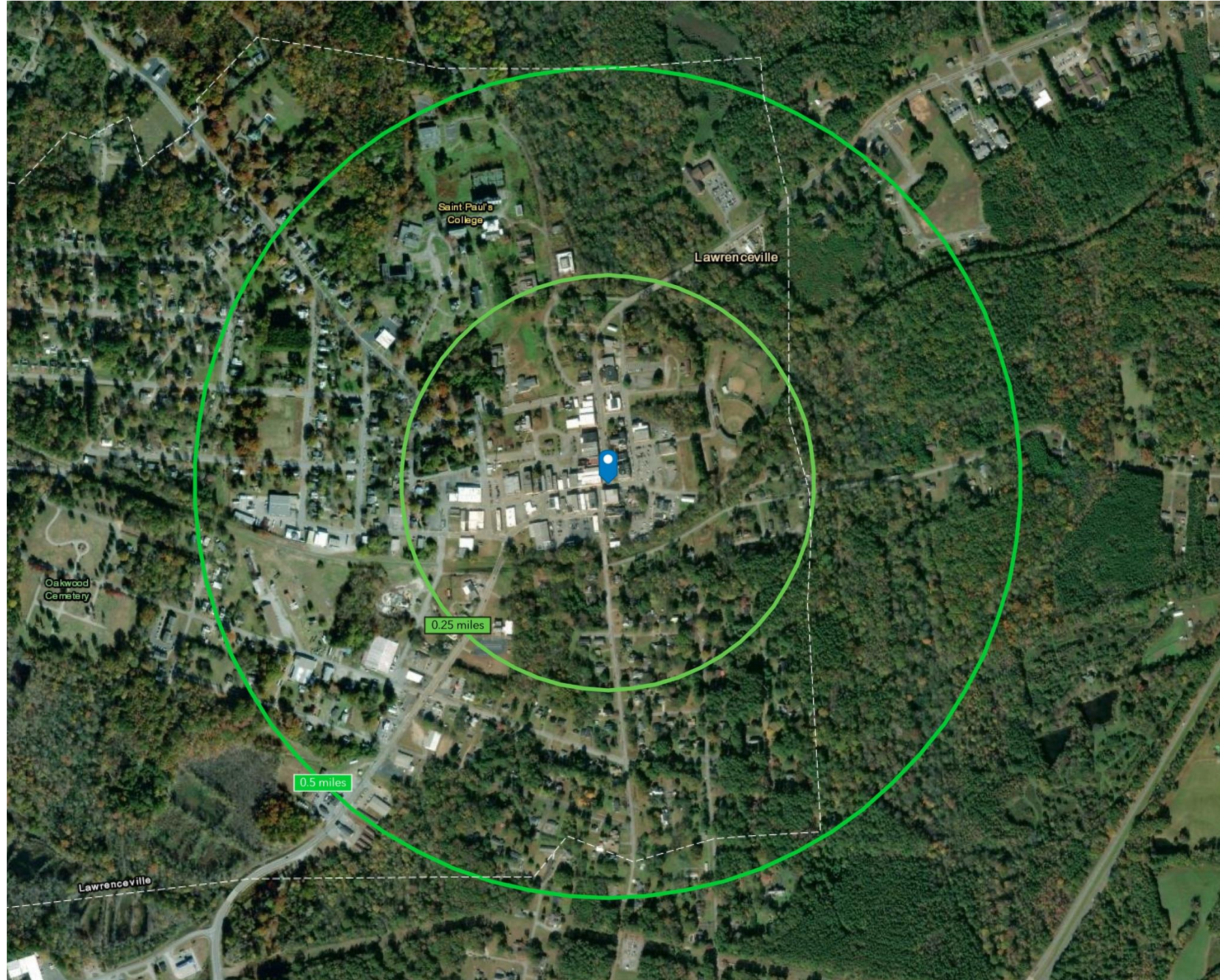
Add Boutique Hotel

- 6-12 Units Minimum
- \$200-250 Range
- Reuse of Upper Floors





Add Housing



Saint Paul's College

Lawrenceville

Oakwood Cemetery

0.25 miles

0.5 miles

Lawrenceville

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)	\$63,642.38	\$1,591,059.48	\$3,182,118.96	\$6,364,237.91	\$12,728,475.83
Total retail trade (NAICS 44 and 45)	\$55,437.30	\$1,385,932.50	\$2,771,865.00	\$5,543,729.99	\$11,087,459.99
Food services and drinking places (NAICS 722)	\$8,205.08	\$205,126.98	\$410,253.96	\$820,507.92	\$1,641,015.84

Retail + Restaurant Recruitment

- Promote Available Properties
 - Website
 - Social Media
- Highlight Retail Leakage Data
- Create Branded Marketing Pieces
- Identify Potential Targets

TARGETED RETAIL SECTORS FOR DUTCHTOWN



Full-Service Restaurants

\$18,962,141

Projected 2027 Retail Gap

31,085 sq ft

2027 Max. Supportable Square Feet



Ice Cream & Coffee Shops

\$8,800,228

Projected 2027 Retail Gap

20,706 sq ft

2027 Max. Supportable Square Feet



Hardware Stores

\$8,038,904

Projected 2027 Retail Gap

58,253 sq ft

2027 Max. Supportable Square Feet



Family Clothing Stores

\$14,298,247

Projected 2027 Retail Gap

62,166 sq ft

2027 Max. Supportable Square Feet



Women's Clothing Stores

\$5,543,855

Projected 2027 Retail Gap

18,480 sq ft

2027 Max. Supportable Square Feet



Sporting Goods (Incl. Bike Shops)

\$17,550,918

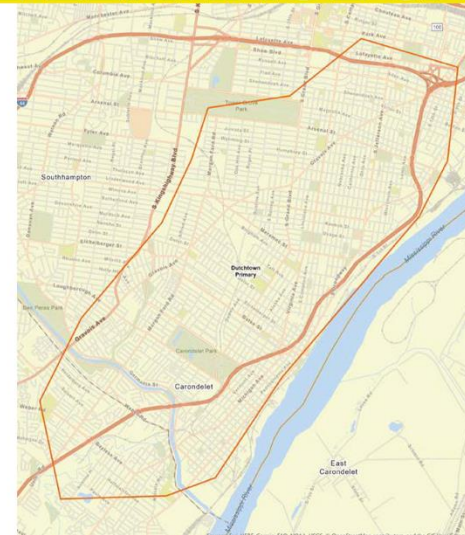
Projected 2027 Retail Gap

91,890 sq ft

2027 Max. Supportable Square Feet

PRIMARY TRADE AREA RETAIL LEAKAGE & KEY STATS

	Total Retail Trade (Incl. Food and Drink)	Total Retail Trade	Food Services and Drinking Places
2022 Demand	\$1,858,186,415	\$1,675,444,383	\$182,742,032
2022 Supply	\$1,367,733,701	\$1,111,649,963	\$256,083,738
2022 Gap/Surplus	\$490,452,716	\$563,794,420	(\$73,341,706)
2027 Demand	\$2,006,022,718	\$1,806,719,990	\$199,302,728
2027 Gap/Surplus	\$638,289,017	\$695,070,026	(\$56,781,011)



Trade Area Population
102,041 2022
98,868 2027

Trade Area Households
45,078 2022
43,885 2027

2022 Trade Area Household Income
\$72,671.00 Average
\$53,470.26 Median

