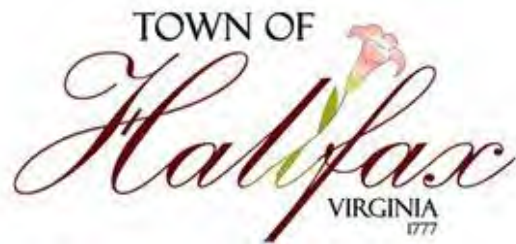


# DOWNTOWN INVENTORY + REAL ESTATE REDEVELOPMENT STRATEGY



**PLACE  
+MAIN**  
ADVISORS

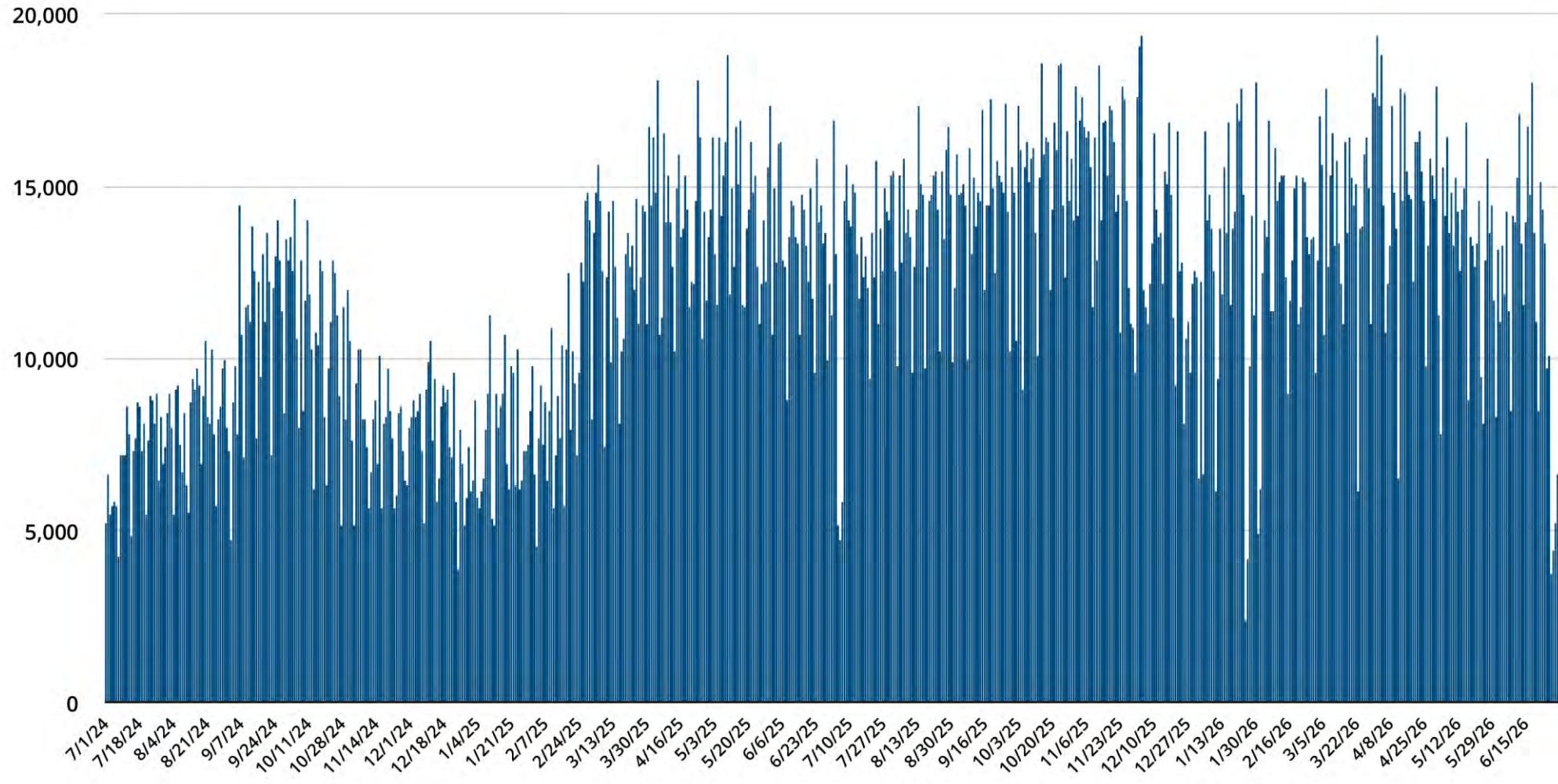
# Agenda

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

# Data Overview

- Geofencing Data
  - July 1, 2024 – June 29, 2026
  - 8,720,000 Visits

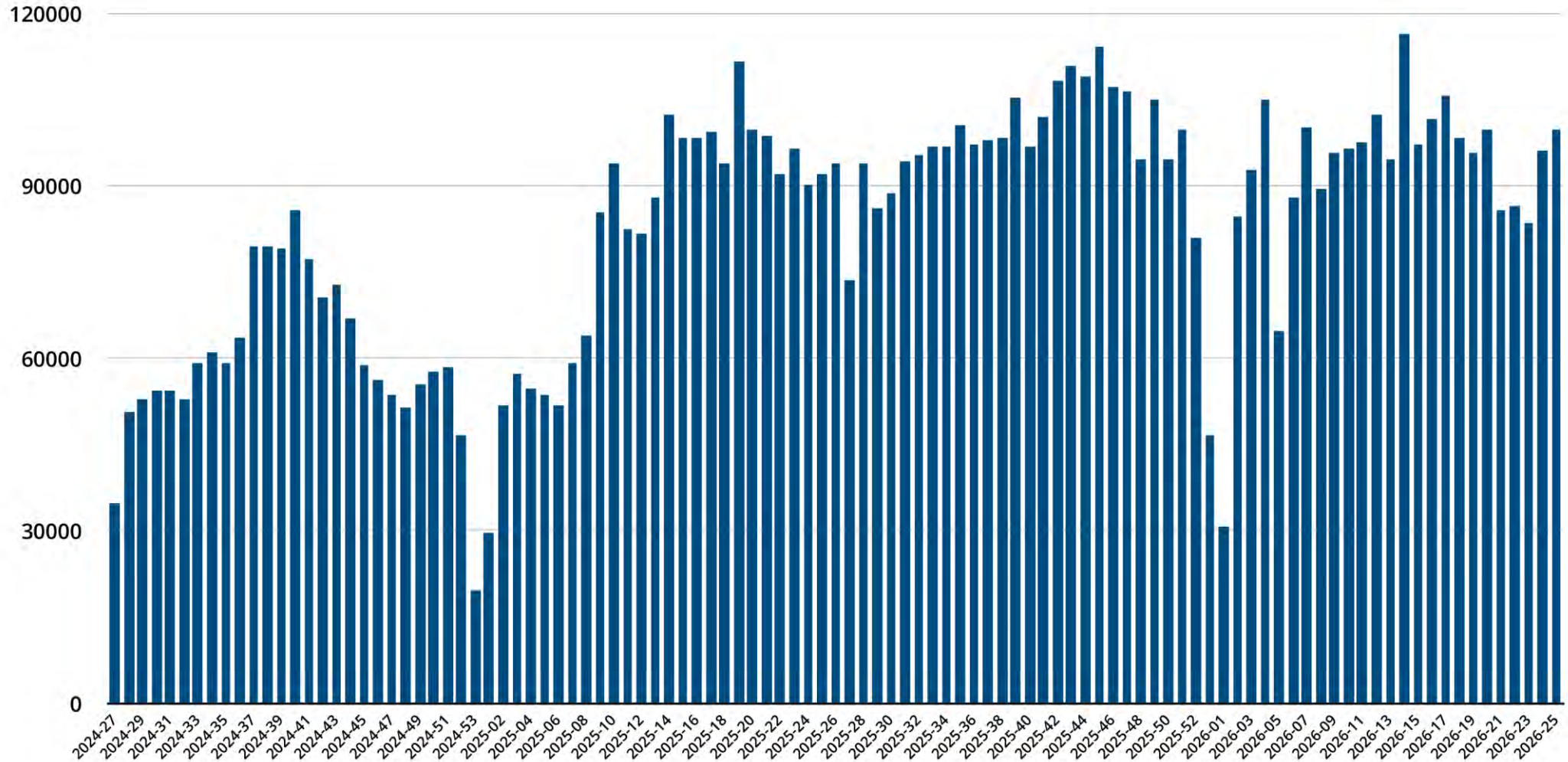
# Geofencing Data- Visits By Day



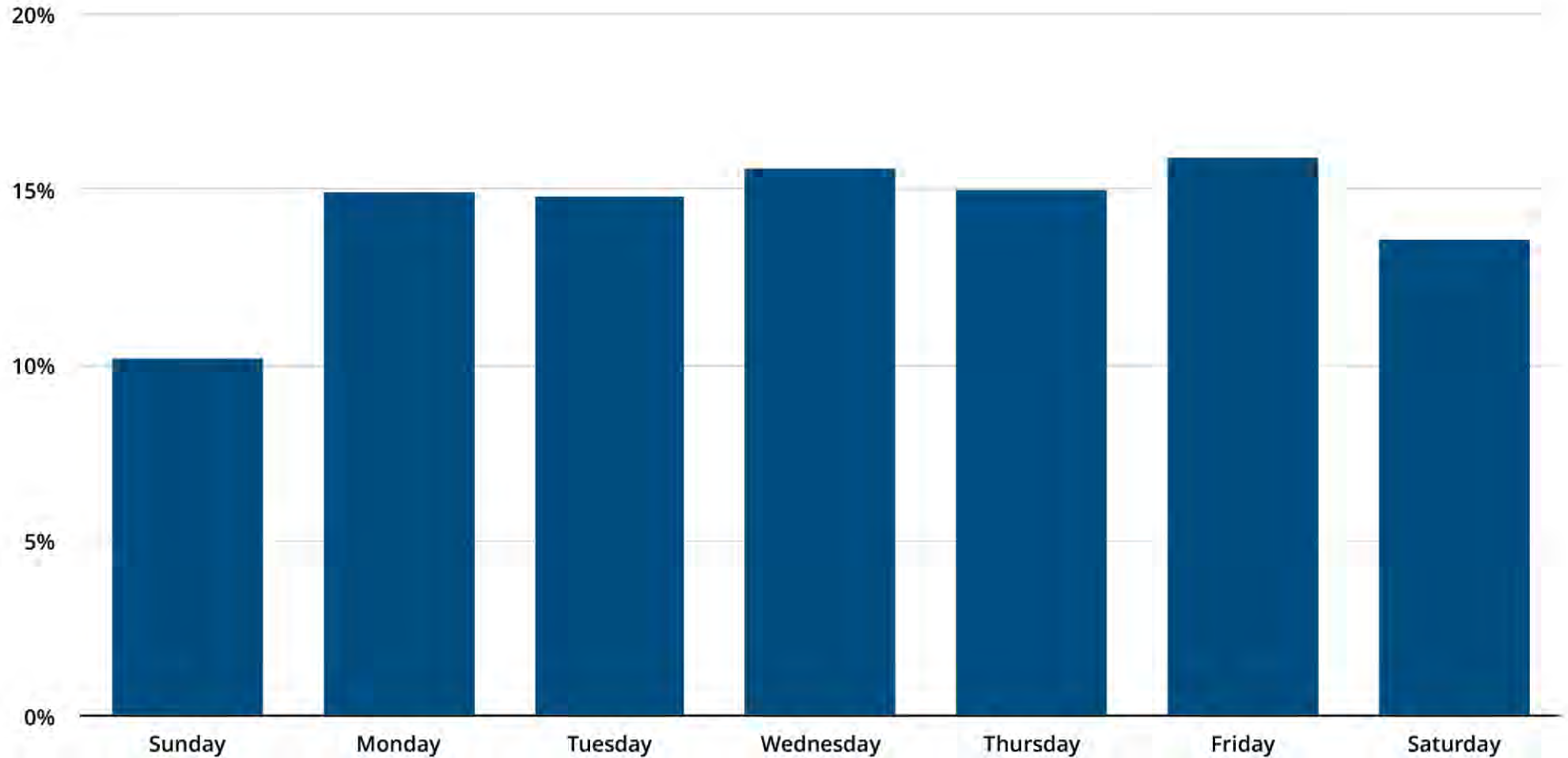
# Geofencing Data- Visits By Day

| Week Of  | # of Visits |
|----------|-------------|
| 12/4/25  | 19,403      |
| 4/1/26   | 19,402      |
| 12/3/25  | 19,105      |
| 5/10/25  | 18,809      |
| 4/3/26   | 18,808      |
| 5/9/25   | 18,709      |
| 10/14/25 | 18,610      |
| 10/24/25 | 18,609      |
| 10/23/25 | 18,511      |
| 11/12/25 | 18,510      |

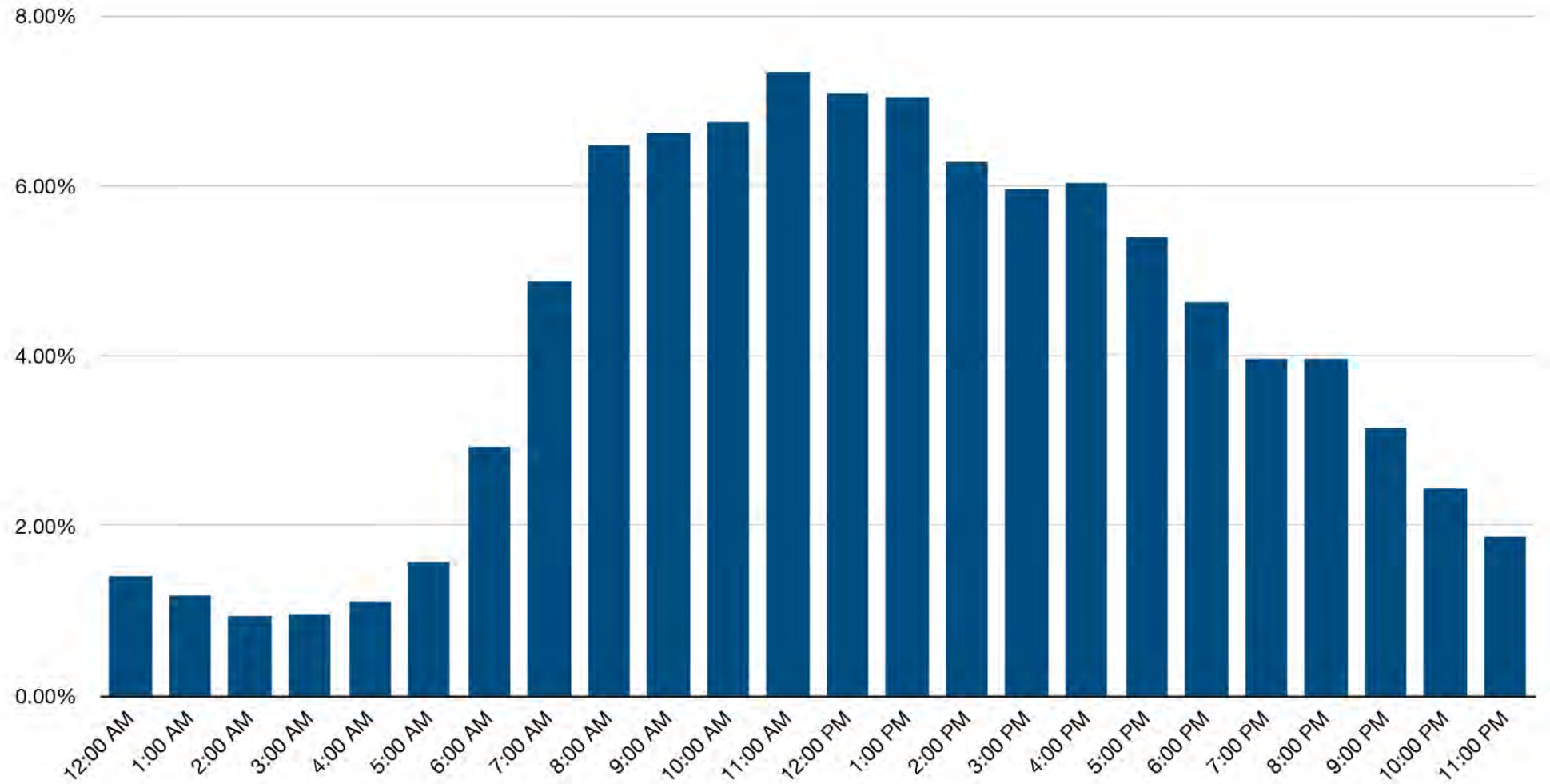
# Geofencing Data- Visits By Week



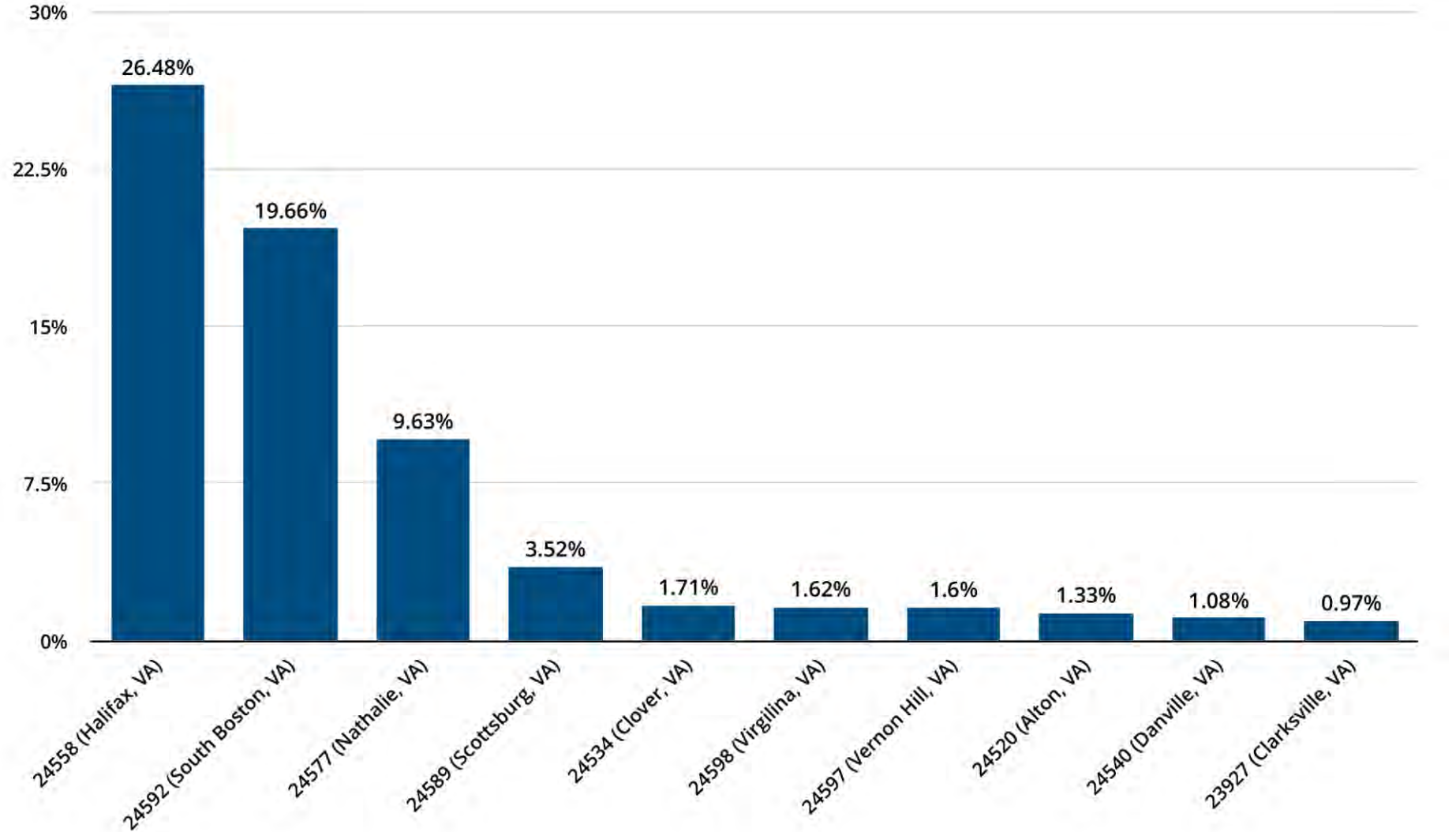
# Geofencing Data- Visits By Day of the Week



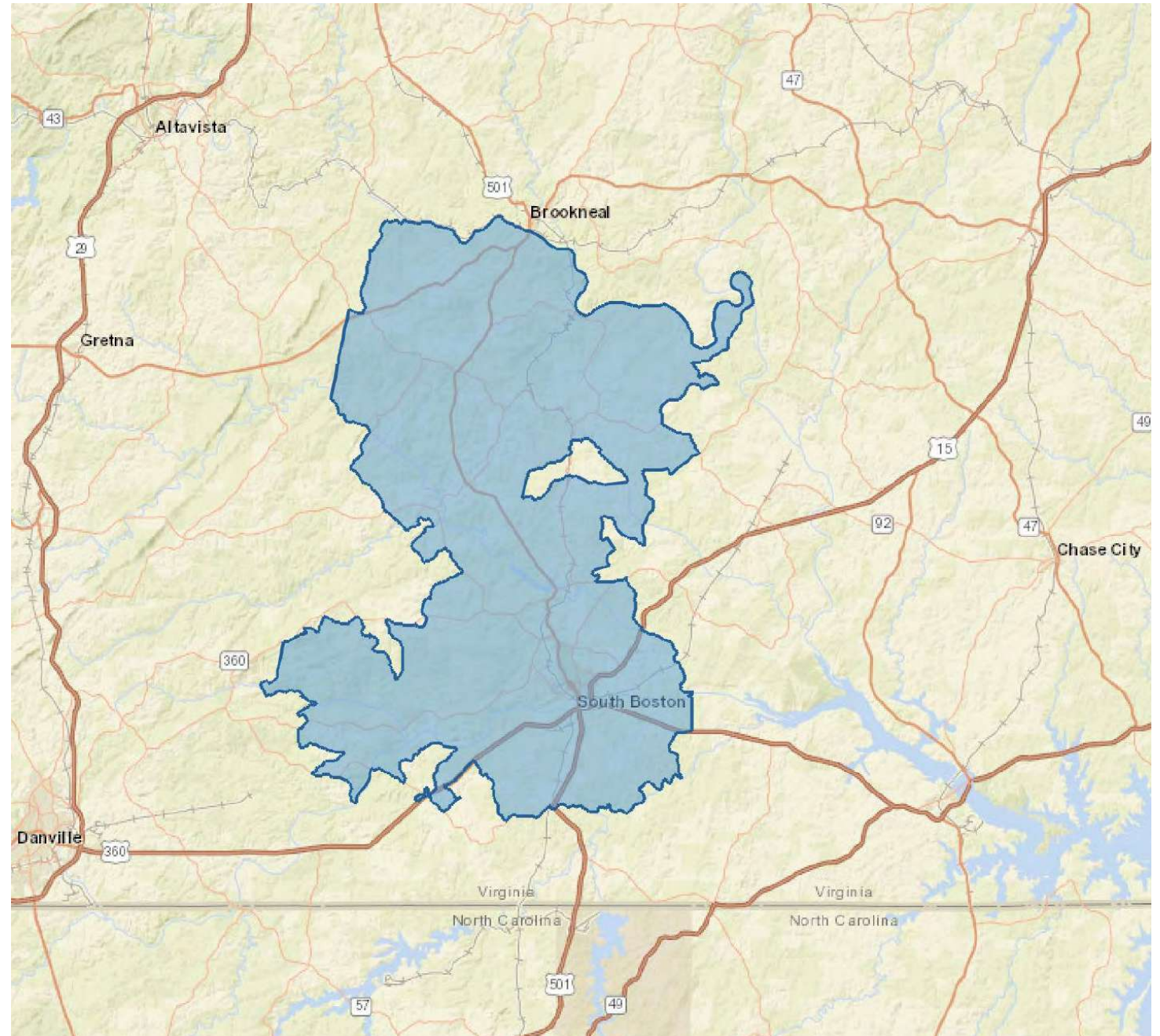
# Geofencing Data- Visits By Time of Day



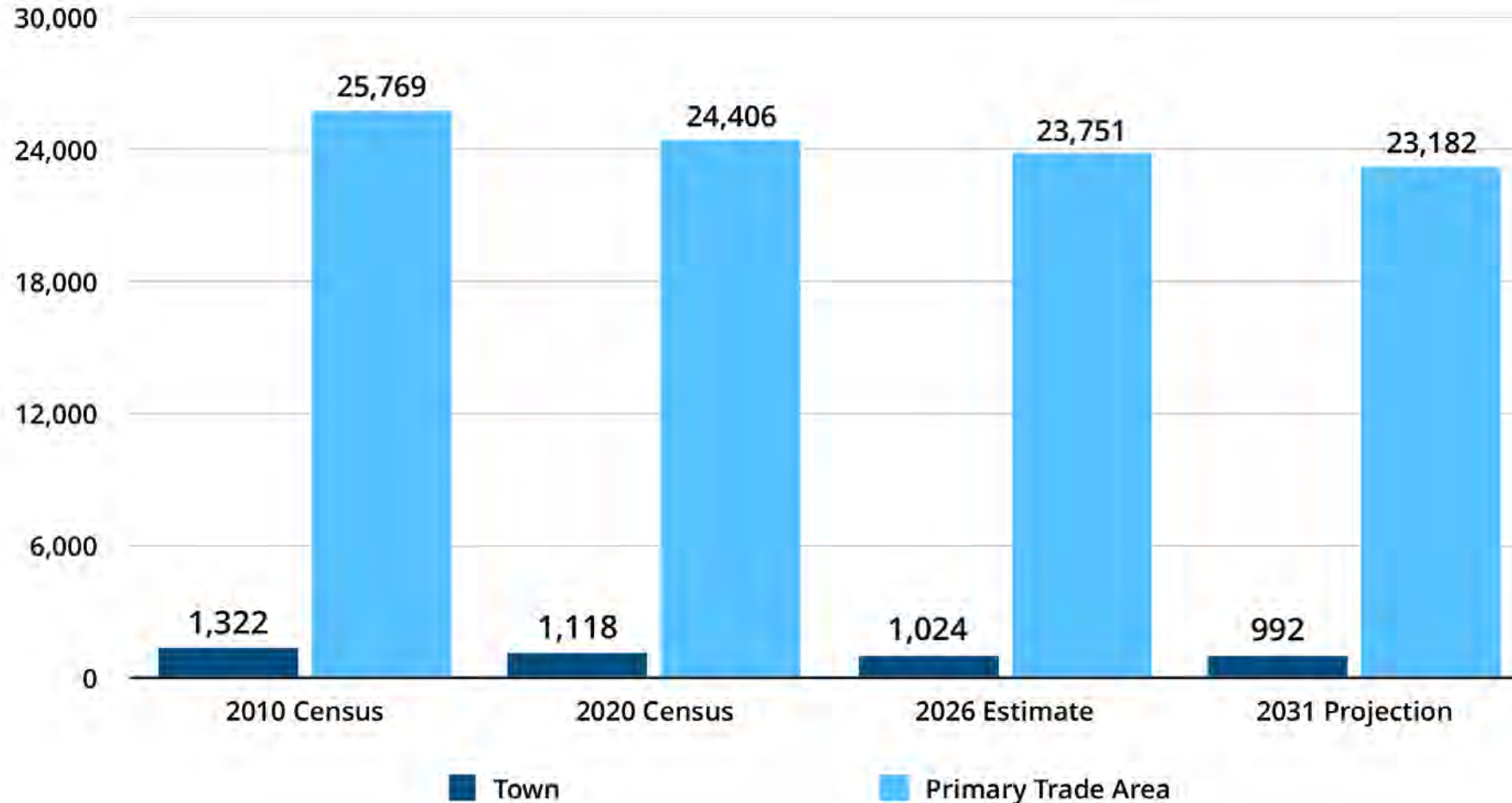
# Geofencing Data- Top Zip Codes



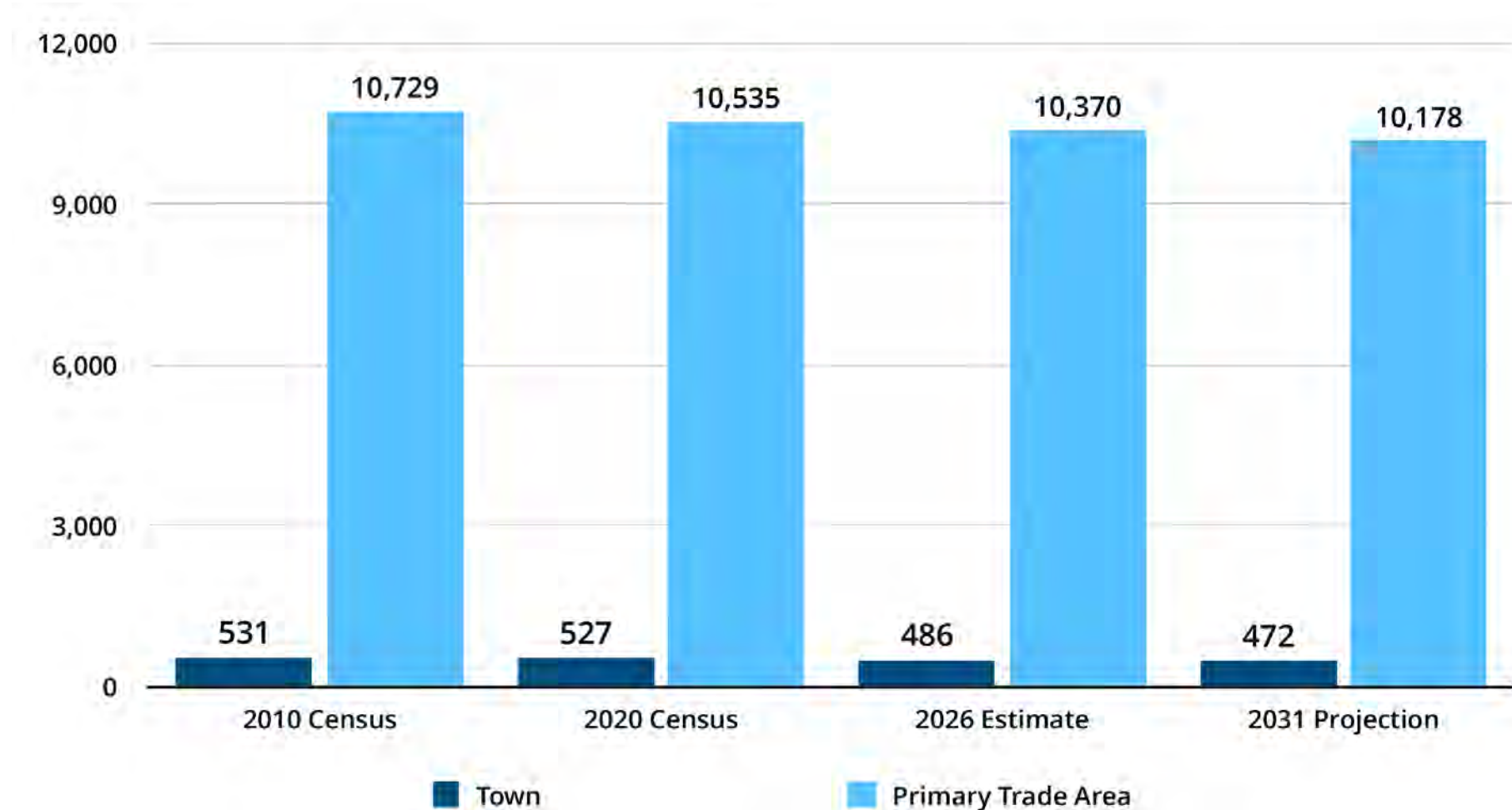
# Primary Trade Area



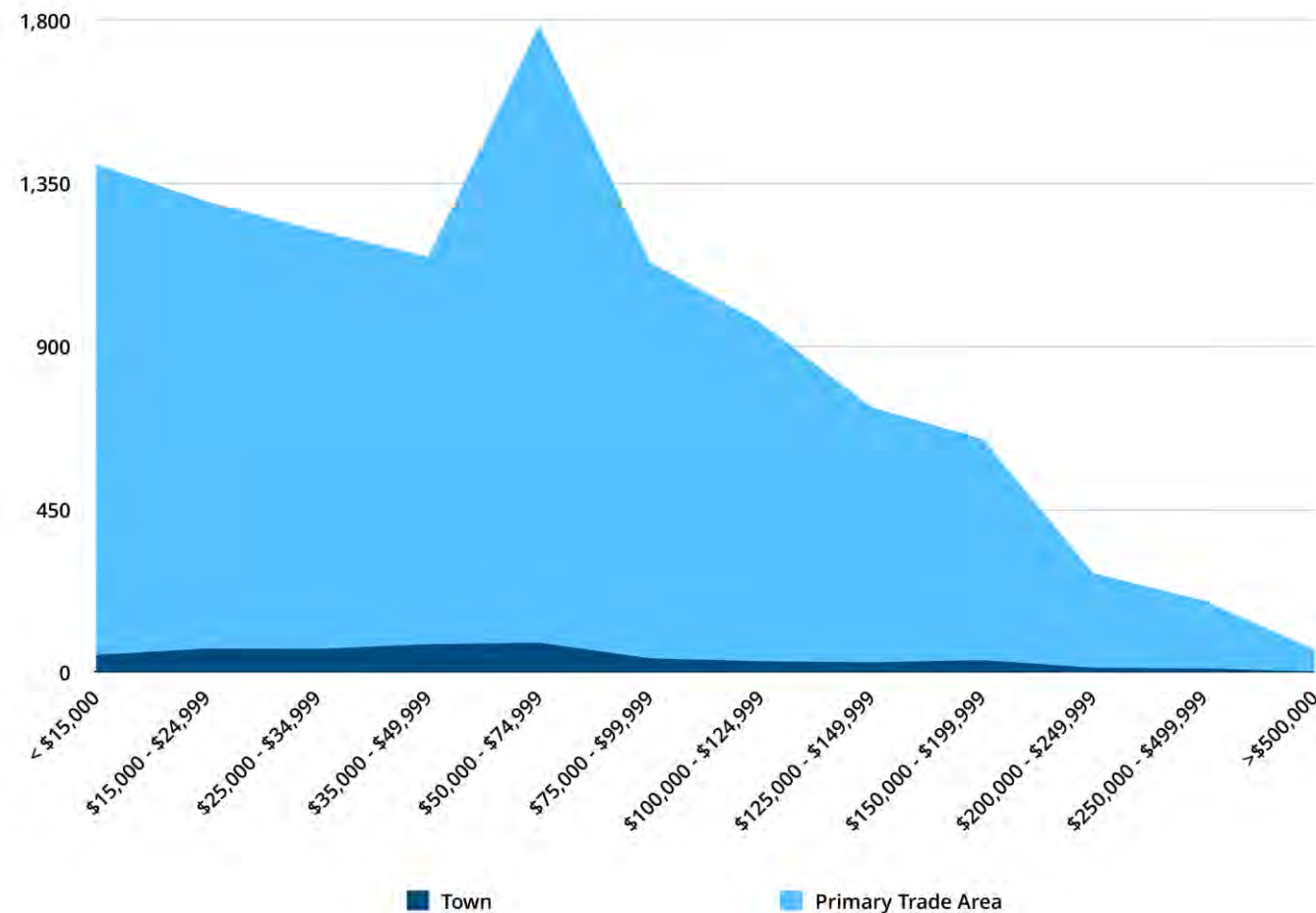
# Demographic Trends- Population



# Demographic Trends- Households



# Demographic Trends- Income

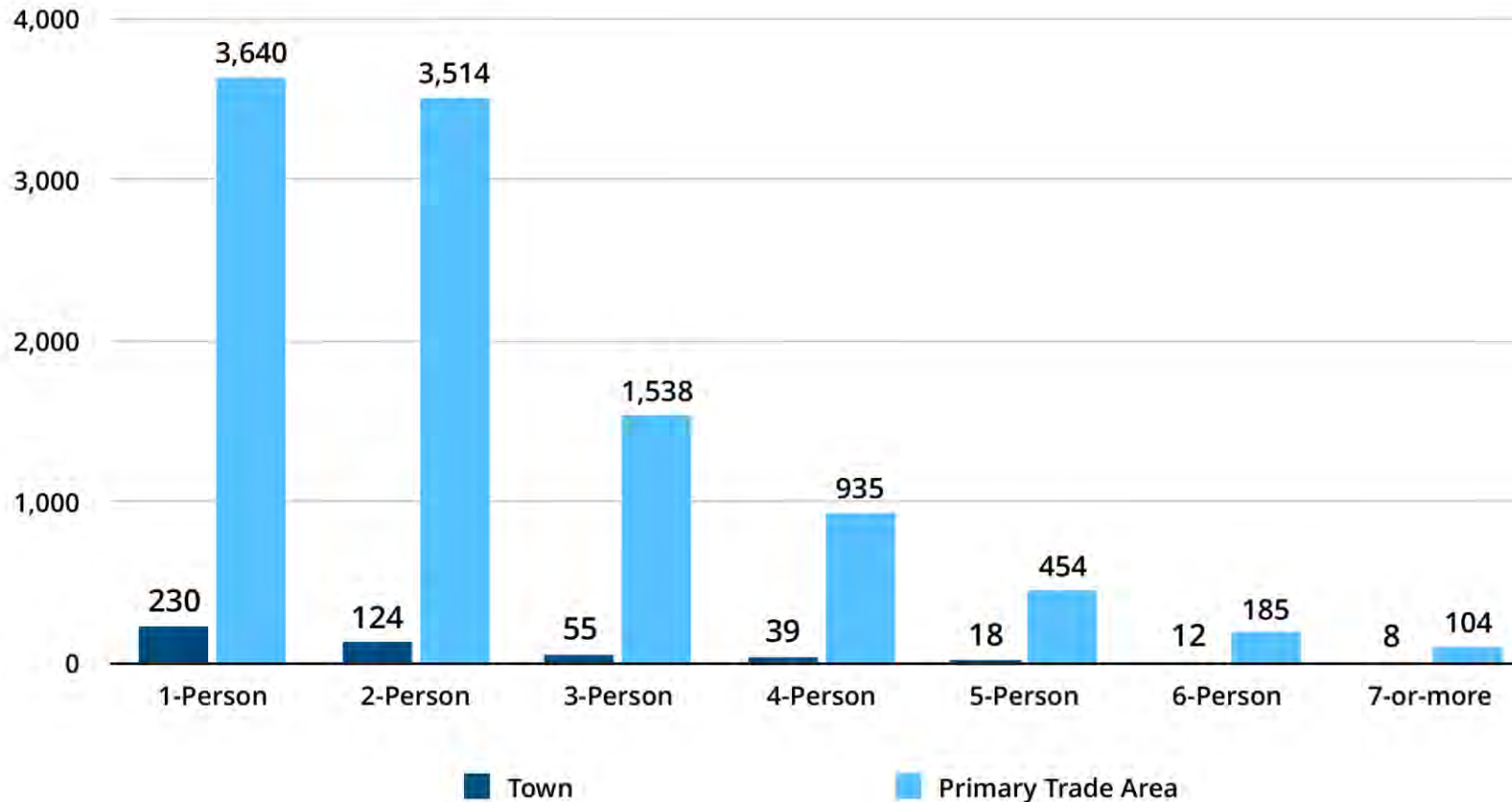


Avg HH  
Income

Median HH  
Income

| Halifax      | Primary Trade Area |
|--------------|--------------------|
| \$ 72,475.00 | \$ 75,521.76       |
| \$ 47,786.20 | \$ 55,131.63       |

# Demographic Trends- People Per HH



## Average Household Size:

Town- 2.09

PTA- 2.23

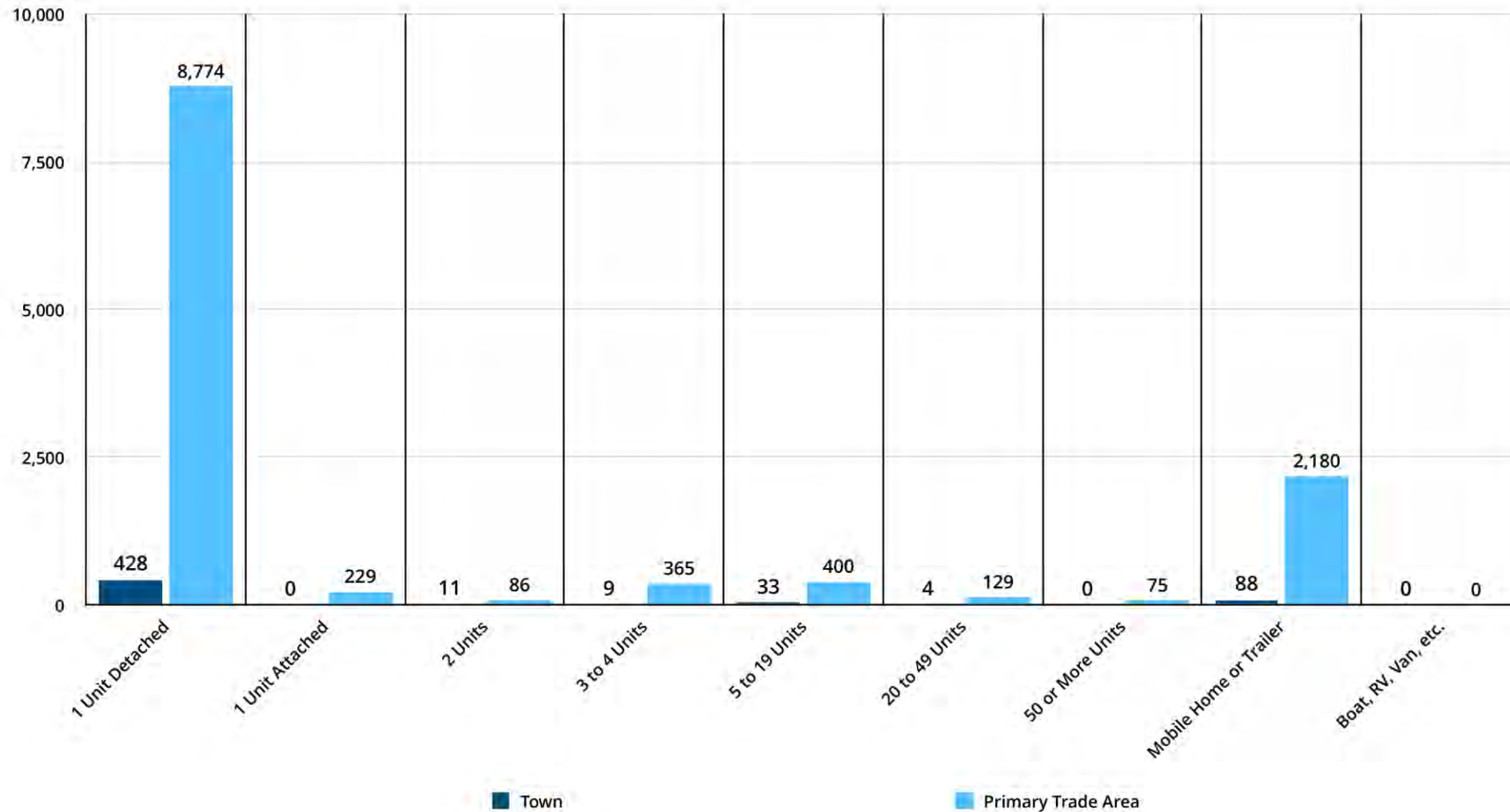
## % of HH WITHOUT Children Under 18:

Halifax- 71.5%

Halifax Co- 73.8%

Virginia- 70.6%

# Housing Units Types



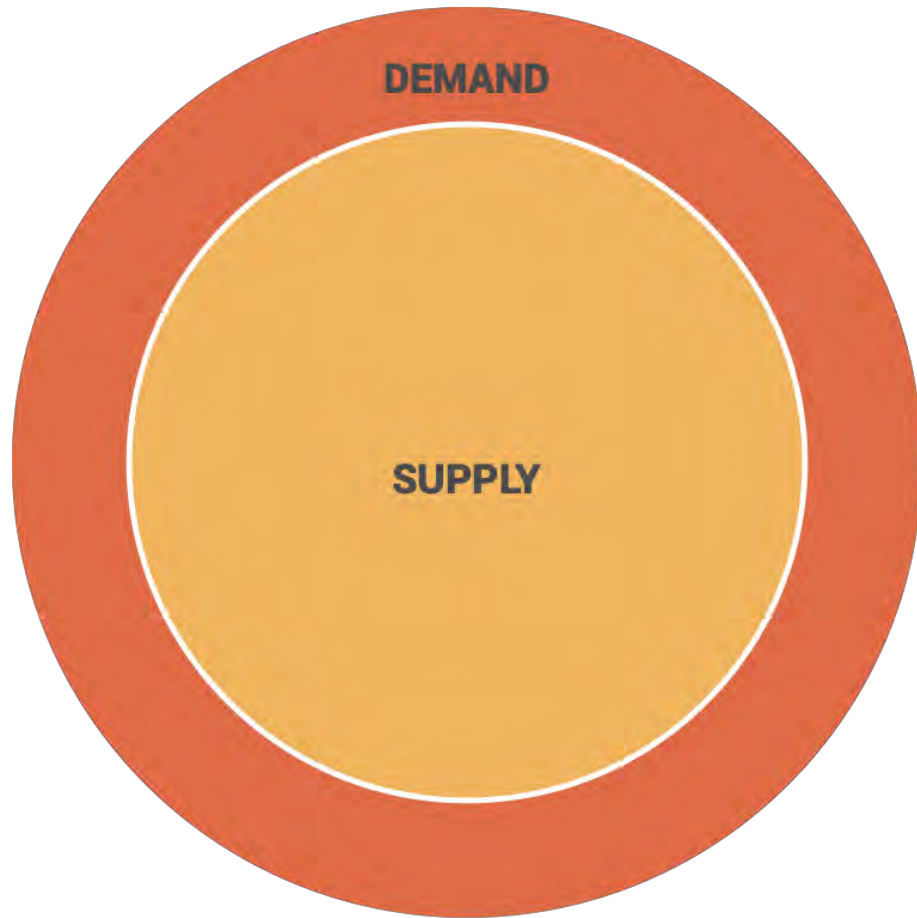
# **Retail Leakage**

**SUPPLY**

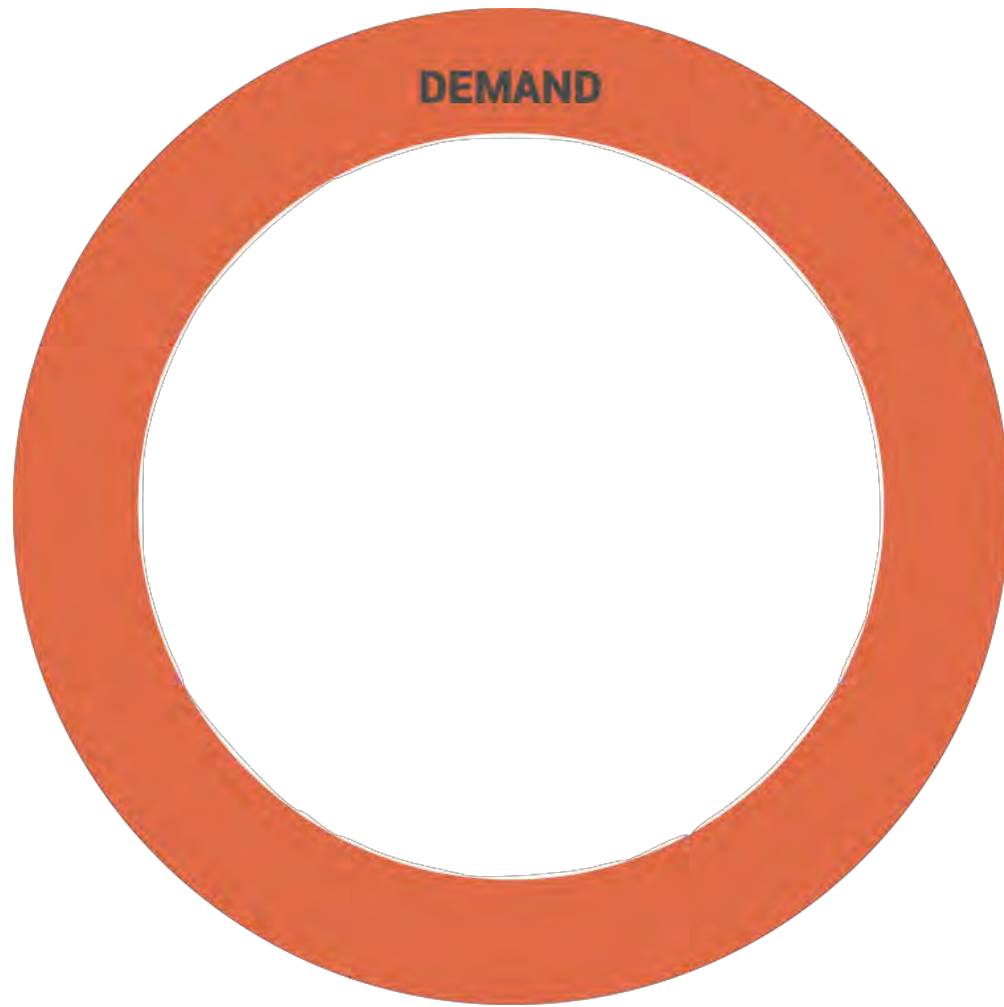
What  
Stores  
Sell

**DEMAND**

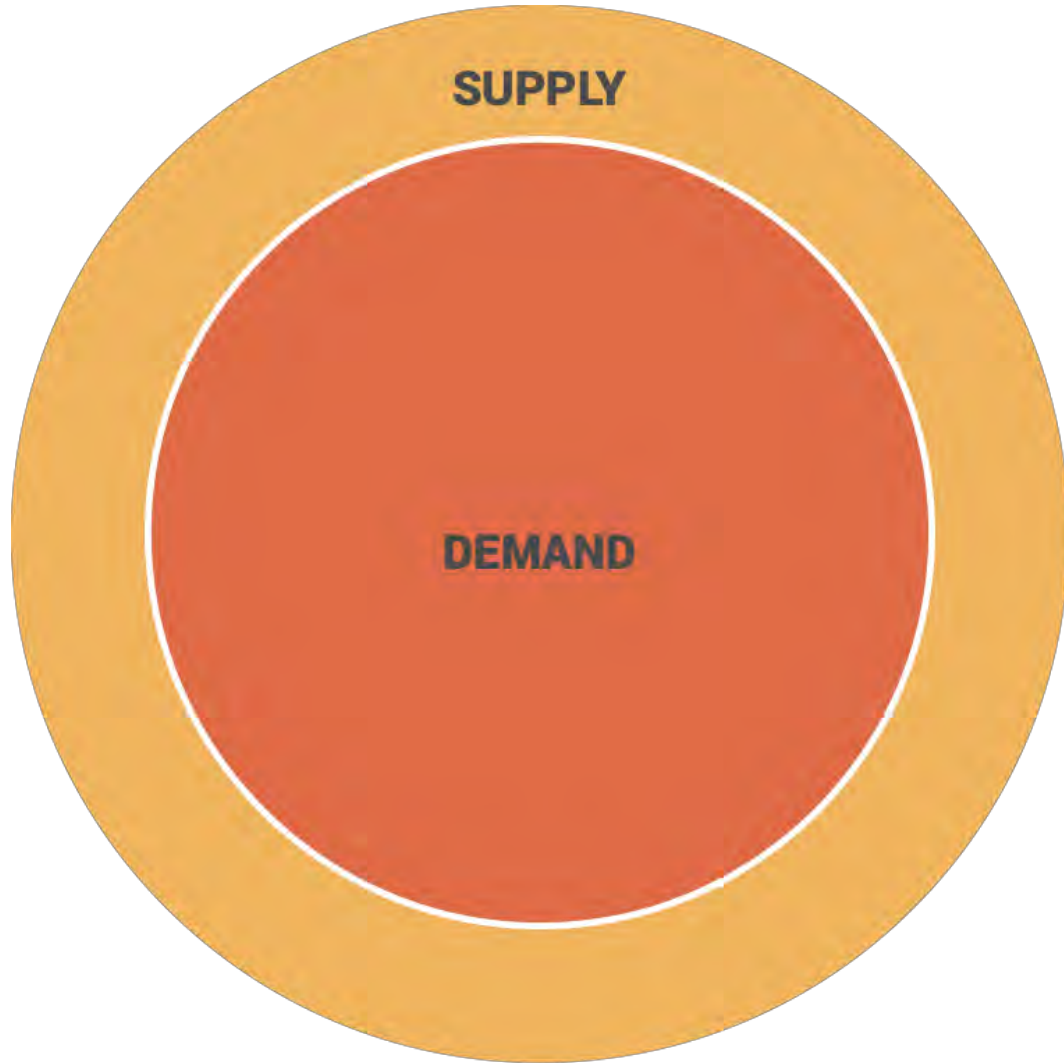
What  
Customers  
Buy



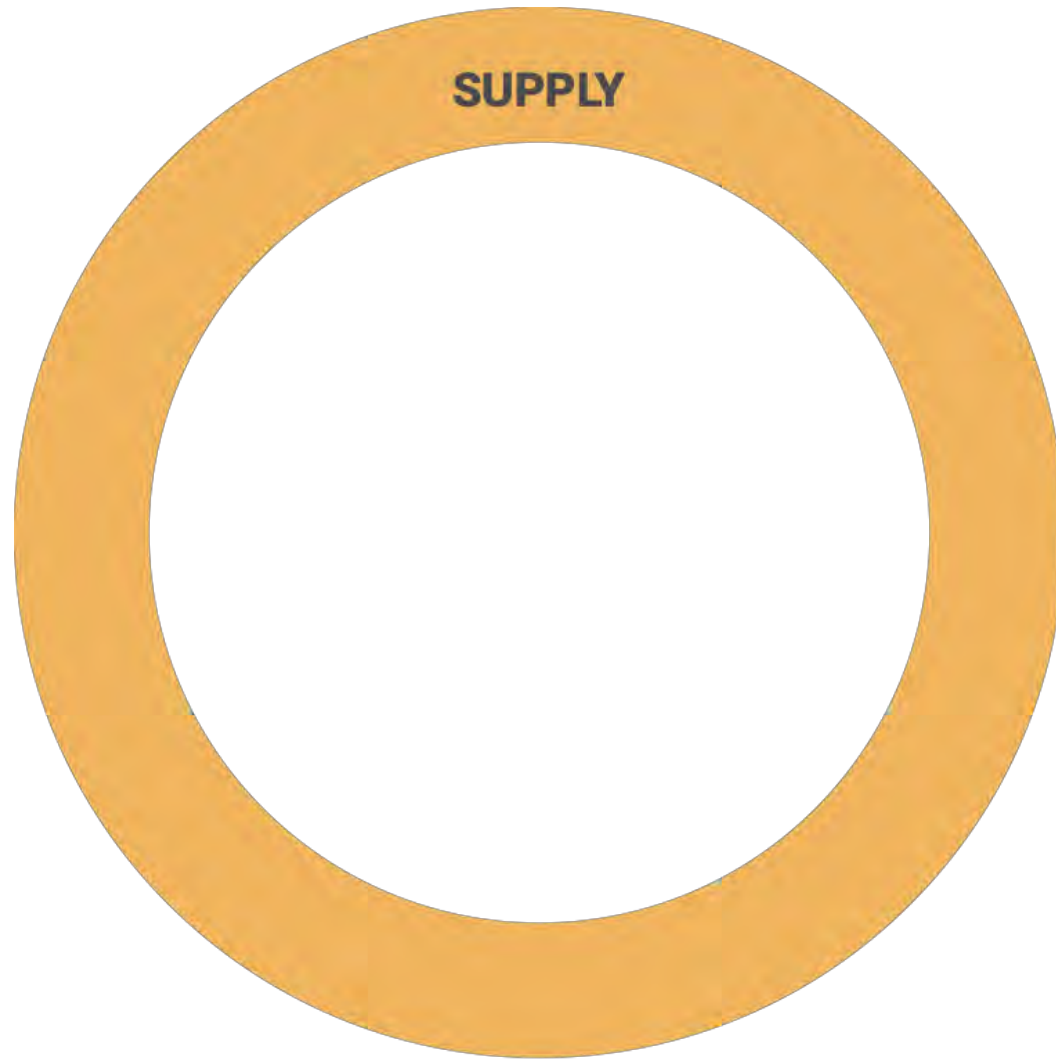
When Customers **Demand**  
More than the Stores **Supply**



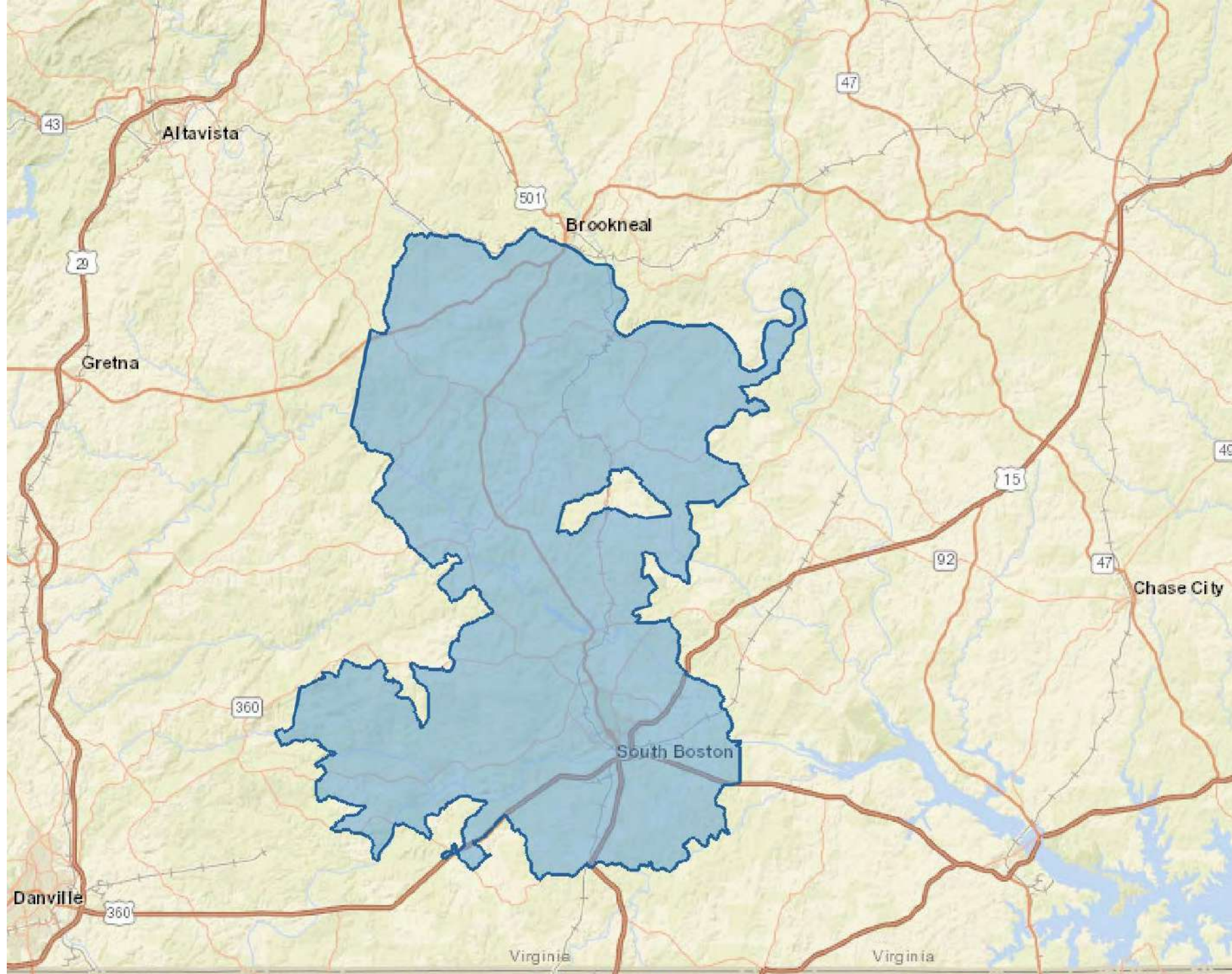
THIS IS A  
GAP



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



THIS IS A  
**SURPLUS**



# Retail Leakage

| Totals                                                                   | 2026<br>Demand (\$) | 2026<br>Supply (\$) | Opportunity<br>Gap/Surplus (\$) | 2031<br>Demand (\$) | Projected<br>Gap/Surplus |
|--------------------------------------------------------------------------|---------------------|---------------------|---------------------------------|---------------------|--------------------------|
| Total retail trade including<br>food and drink<br>(NAICS 44, 45 and 722) | \$546,746,869       | \$475,420,748       | \$71,326,121                    | \$577,929,336       | \$102,508,588            |
| Retail trade<br>(NAICS 44 and 45)                                        | \$476,126,613       | \$419,013,811       | \$57,112,802                    | \$503,691,421       | \$84,677,610             |
| Food services and<br>drinking places<br>(NAICS 722)                      | \$70,620,256        | \$56,406,937        | \$14,213,319                    | \$74,237,915        | \$17,830,978             |

# Retail Leakage

| Totals                                                                   | 2026<br>Demand (\$) | 2026<br>Supply (\$) | Opportunity<br>Gap/Surplus (\$) | 2031<br>Demand (\$) | Projected<br>Gap/Surplus | Max. Supportable<br>Sq Ft |
|--------------------------------------------------------------------------|---------------------|---------------------|---------------------------------|---------------------|--------------------------|---------------------------|
| Specialty food retailers<br>(NAICS 4452)                                 | \$3,049,574         | \$494,434           | \$2,555,139                     | \$3,232,348         | \$2,737,914              | 5,476                     |
| Furniture retailers<br>(NAICS 44911)                                     | \$6,305,809         | \$1,183,930         | \$5,121,879                     | \$6,882,475         | \$5,698,545              | 17,534                    |
| Home furnishings<br>retailers<br>(NAICS 44912)                           | \$6,842,873         | \$1,543,236         | \$5,299,637                     | \$7,365,952         | \$5,822,716              | 26,467                    |
| Pharmacies and drug<br>retailers<br>(NAICS 45611)                        | \$39,686,314        | \$34,384,596        | \$5,301,718                     | \$40,454,751        | \$6,070,155              | 17,343                    |
| Cosmetics, beauty<br>supplies, and perfume<br>retailers<br>(NAICS 45612) | \$3,715,552         | \$1,834,070         | \$1,881,482                     | \$3,985,540         | \$2,151,470              | 6,147                     |
| Other health and<br>personal care retailers<br>(NAICS 45619)             | \$3,234,873         | \$1,388,698         | \$1,846,175                     | \$3,379,313         | \$1,990,615              | 5,687                     |
| Clothing and clothing<br>accessories retailers<br>(NAICS 4581)           | \$21,572,631        | \$962,171           | \$20,610,460                    | \$21,165,788        | \$20,203,617             | 67,345                    |

# Retail Leakage

| Totals                                                    | 2026<br>Demand (\$) | 2026<br>Supply (\$) | Opportunity<br>Gap/Surplus (\$) | 2031<br>Demand (\$) | Projected<br>Gap/Surplus | Max. Supportable<br>Sq Ft |
|-----------------------------------------------------------|---------------------|---------------------|---------------------------------|---------------------|--------------------------|---------------------------|
| Sporting goods<br>retailers<br>(NAICS 45911)              | \$5,114,809         | \$2,777,632         | \$2,337,176                     | \$5,361,412         | \$2,583,780              | 12,919                    |
| Hobby, toy, and game<br>retailers<br>(NAICS 45912)        | \$1,914,851         | \$378,220           | \$1,536,631                     | \$2,008,123         | \$1,629,903              | 4,657                     |
| Gift, novelty, and<br>souvenir retailers<br>(NAICS 45942) | \$1,809,049         | \$177,980           | \$1,631,069                     | \$1,905,219         | \$1,727,239              | 4,935                     |
| Pet and pet supplies<br>retailers<br>(NAICS 45991)        | \$2,905,440         | \$867,075           | \$2,038,364                     | \$3,120,770         | \$2,253,695              | 7,270                     |
| Drinking places<br>(alcoholic beverages)<br>(NAICS 7224)  | \$2,662,824         | \$328,999           | \$2,333,825                     | \$2,826,662         | \$2,497,663              | 7,136                     |
| Full-service<br>restaurants<br>(NAICS 722511)             | \$30,277,248        | \$15,308,878        | \$14,968,370                    | \$31,834,558        | \$16,525,680             | 27,091                    |
| Snack and<br>nonalcoholic beverage<br>bars (NAICS 722515) | \$4,781,841         | \$1,103,248         | \$3,678,594                     | \$5,020,856         | \$3,917,608              | 9,218                     |

**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 HALIFAX

Collect Inventory

Share Business Inventory Form

Download Data

Overview Parcels Businesses

|                         |                                            |                               |                                          |                                  |                          |
|-------------------------|--------------------------------------------|-------------------------------|------------------------------------------|----------------------------------|--------------------------|
| Property Tag<br>No data | Building/Parcel of Significance<br>No data | Upper Floor (bldg)<br>No data | Business Count (from Parcels)<br>No data | Building Vacancy<br>Not filtered | Business Type<br>No data |
|-------------------------|--------------------------------------------|-------------------------------|------------------------------------------|----------------------------------|--------------------------|

Total Parcels  
159



Total Businesses  
0

Buildings with Vacancy

0

No data

Significant Bldgs/Parcels

0

Historic or Legacy Businesses

0

Ground Floors with Vacancy

0

Upper Floors with Vacancy

0

Locally-owned Businesses

0



## TOWN OF HALIFAX

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

|                            |                           | Property Tag<br>Not Filtered | Building/Parcel of Significance<br>Not Filtered | Upper Floor (bldg)<br>Not Filtered                                                      | Business Count (from Parcels)<br>Not Filtered | Building Vacancy<br>Not Filtered | Business Type<br>No data |
|----------------------------|---------------------------|------------------------------|-------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------|----------------------------------|--------------------------|
|                            | Total Parcels             | 157                          |                                                 | Percent Complete                                                                        | Total Businesses                              |                                  |                          |
|                            |                           |                              |                                                 |  97% | 0                                             |                                  |                          |
|                            | Buildings with Vacancy    | 17                           |                                                 |                                                                                         | No data                                       |                                  |                          |
|                            | Significant Bldgs/Parcels | 30                           |                                                 |                                                                                         | Historic or Legacy Businesses                 |                                  |                          |
|                            |                           |                              |                                                 |                                                                                         | 0                                             |                                  |                          |
| Ground Floors with Vacancy |                           | 17                           |                                                 | Upper Floors with Vacancy                                                               | Locally-owned Businesses                      |                                  |                          |
|                            |                           |                              |                                                 | 17                                                                                      | 0                                             |                                  |                          |



# TOWN OF HALIFAX

Collect Inventory

Share Business Inventory Form

Download Data

Overview **Parcels** Businesses

Total Parcels

157

Percent Complete



Parcels with Buildings

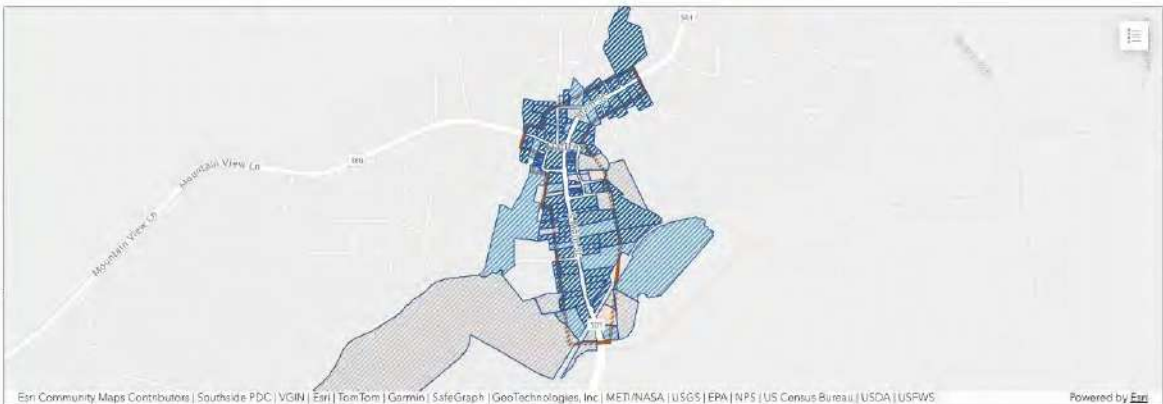
115

Vacant Buildings

17

Vacant and Idle Parcels

24



Esri Community Maps Contributors | Southside PDC | VGIN | Esri | TomTom | Garmin | SafeGraph | GeoTechnologies, Inc | METI/NASA | USGS | EPA | NPS | US Census Bureau | USOA | USFWS

Powered by Esri

Maintenance/Repair Needs

1



Significant Buildings/Parcels

30



Current Housing Units

55

Potential Housing Units

120

Building Vacancy



Entirely vacant: 17  
Fully occupied: 83  
Unclear/other: 15

Building Use



Commercial (Business/Nonprofit): 33  
Cultural: 2

Parcel Land Use



Cemetery: 1  
other: 11  
Parking Lot: 1  
Public Gathering: 1

34

Identified Businesses

53.8k

Bldg Sq Footage

Vacant Total

17

Ground Floors with Vacancy

17

Upper Floors with Vacancy

## Building a Complete Business Directory: Town of Halifax

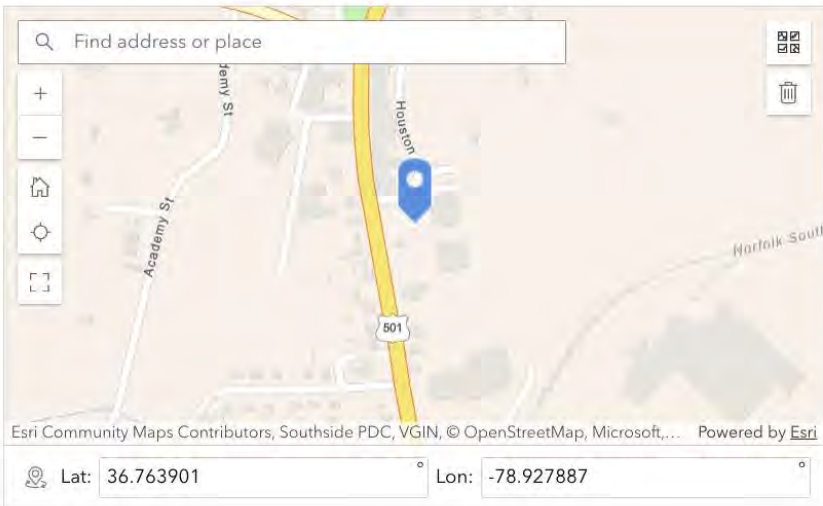
*Town of Halifax aims to build a complete list of all businesses operating in the area. This is an important step for measuring and communicating our collective impact. Additionally, by filling out this form and providing your consent we can help promote your business and include you in local, regional,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

## Business name

## Business location

-Please select-

### Mapped location



**Do you rent or own your business location?**

☐ Rent

What year did your business begin operating in this location?

2000

## Business type

-Please select-

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

## **50 Main Street – Office Space**

Law Office

Apartments/Housing (5)

Hair Salon/Barber (4)

Accounting Office

Coffee Shop

Gift Shop

Office

Dentist Office (2)

Nail Salon

Combine with Restaurant (Smoking Section for  
Sports Bar)

Massage Therapy

Quilt Shop/Fabric Store

Record Store

## **50 Main Street – Restaurant**

Jazz-themed

Seafood (3)

Roof Top Bar

BBQ (2)

Soul Food (2)

Coffee Shop (2)

Bakery

Thai

Steak House (3)

Sandwich Shop

Hibachi

Chinese (2)

Country Cooking

Tex/Mex

Burger Joint

## **11 Main Street**

Children's Consignment  
Gift Shop (3)  
Home Décor (2)  
Bible Book Store  
Coffee Shop (7)  
Bookstore (9)  
Ladies Boutique  
Men's Boutique  
Art Gallery (2)  
Butcher Shop  
Small Grocery Store  
Book Store (w Beer & Wine)  
Artist Space  
Wood Working Store  
Wine Shop  
Screen Printing  
Salon/Barber  
Pet Store (2)  
Children's Clothing (2)  
Toy Store

## **15 Main Street**

Local Doctor (2)  
Condo/Housing (2)  
Art Gallery  
Juice Bar  
Coffee Shop (2)  
Clothing Store (2)  
Shoe Store (2)  
Hobby Shop  
Office  
Dentist Office (3)  
Law Office (4)  
Veteran's Office/Counseling  
Book Store  
Micro Hotel

## **71 Main Street**

Ice Cream Shop (7)

Air BnB

Plato's Closet (High End Resale Shop)

Bread Store/Bakery (3)

Non-Profit Social Store (Resale)

Book Store

Golf Store

Toy Store (2)

Kid's Center (2)

Arts Center

Housing

Boutique (Men's & Women's)

Office Space for Community Development

Gym

Butcher Shop

Small Grocery Store

Donut Shop

Drum Studio for Students

Candy Shop

Music Store w Instruments

Arcade

Outfitter (2)

## **75 Main Street**

Apartments/Housing (3)

Nail Salon (3)

Butcher Shop (3)

Hair Salon (2)

Book Store

Pizza Kitchen

Snack Shop

Coffee Shop (2)

Bakery

Living Space (Back of Building)

Antique Shop

Grocery Store

Gym

Small Grocery Store

Home Accessories

Jewelry Store

Yoga Studio

Community Center

Barber Shop

Dance Studio

Craft Store

## **79 Main Street**

Hobby Store

Pet Store/Grooming (2)

Housing/Condos/Apartments (3)

Book Store (3)

Music

Student Performing Space

Child Care (2)

Bike Shop

Pottery Shop (2)

Toy Store

Art Gallery/Studio (3)

Salon

## **What Else Is Missing/Streaming Feedback**

Grocery Store (2)

General Store

Day Care (3)

Book Store

Children's Area like Amazement Square

Clothing Store Options

Toy Store (2)

Housing

Arcade

Artist Studio/Gallery (3)

Jewelry Store

Businesses Promoting Arts for Kids

Bakery (with outdoor seating)

An Orphanage for Children

A Space for Elderly to Work Out

Home Cooking Restaurant

SPCA Shelter

A New Christmas Shop

# Recommendations

- Houston Street Plan
- Tell Your Story
- Add Housing
- Retail + Restaurant Recruitment
- Expand Public Art

# Houston Street Plan



# 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.

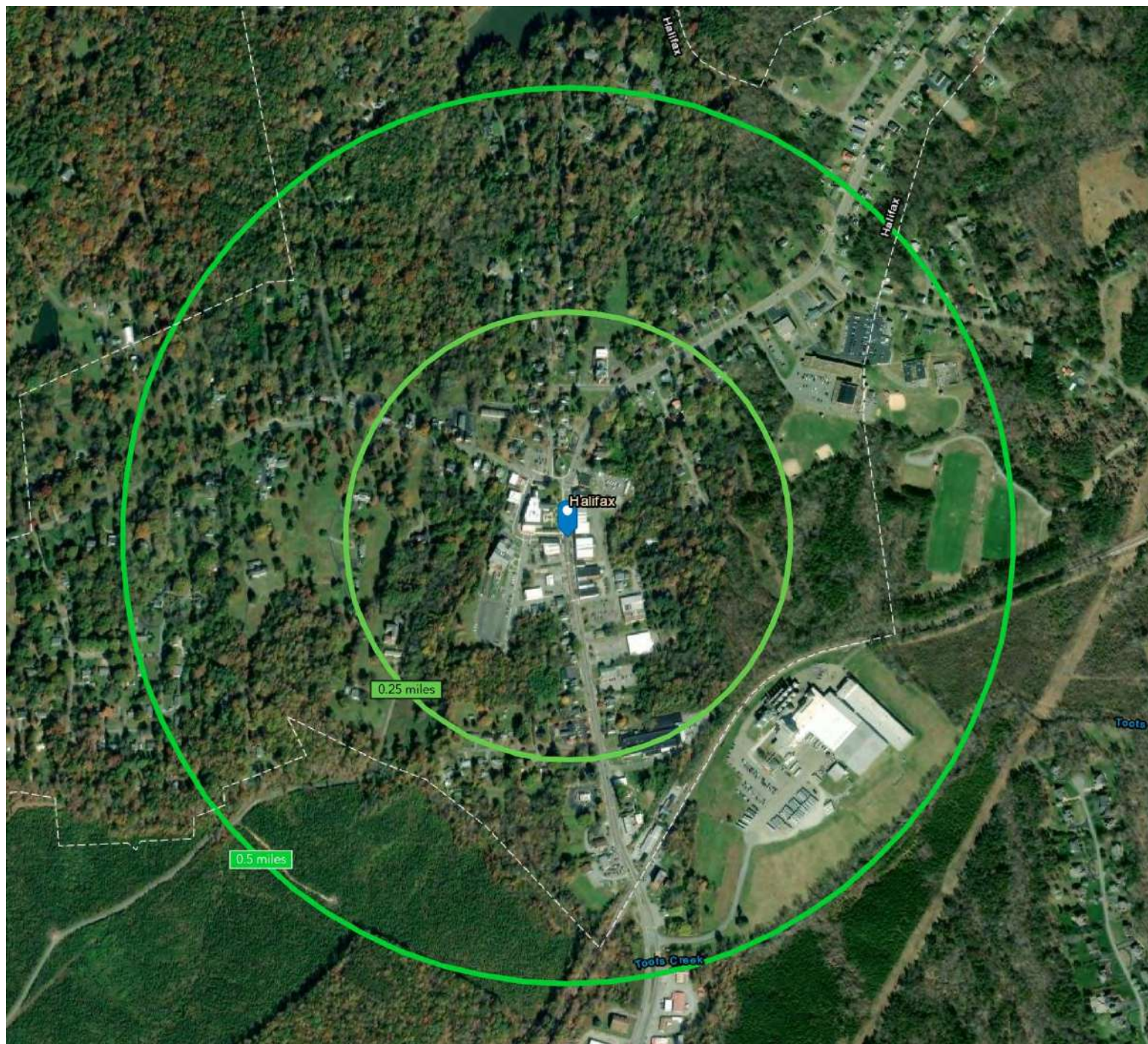
The best part about all these years is seeing the customers every day, being able to service people, and continuing the legacy of Faler Drugs. If our dad was here, he would say to keep up the good work."

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



# Add Housing

**PLACE  
+MAIN**  
ADVISORS



# Add Housing

| Totals                                                             | 2031 HH Demand | 50 New Units   | 100 New Units  | 200 New Units   | 500 New Units   |
|--------------------------------------------------------------------|----------------|----------------|----------------|-----------------|-----------------|
| Total retail trade including food and drink (NAICS 44, 45 and 722) | \$56,782.21    | \$2,839,110.51 | \$5,678,221.03 | \$11,356,442.05 | \$28,391,105.13 |
| Total retail trade (NAICS 44 and 45)                               | \$49,488.25    | \$2,474,412.56 | \$4,948,825.12 | \$9,897,650.25  | \$24,744,125.61 |
| Food services and drinking places (NAICS 722)                      | \$7,293.96     | \$364,697.95   | \$729,395.90   | \$1,458,791.81  | \$3,646,979.51  |
| Meal Tax (6%)                                                      | \$437.64       | \$21,881.88    | \$43,763.75    | \$87,527.51     | \$218,818.77    |

# 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

# Expand Public Art

- More Murals
  - Hybrid Art-Signage
- Sculptures
- Statues
- Create Art Trail

