

DOWNTOWN INVENTORY + REAL ESTATE REDEVELOPMENT STRATEGY



**PLACE
+MAIN
ADVISORS**

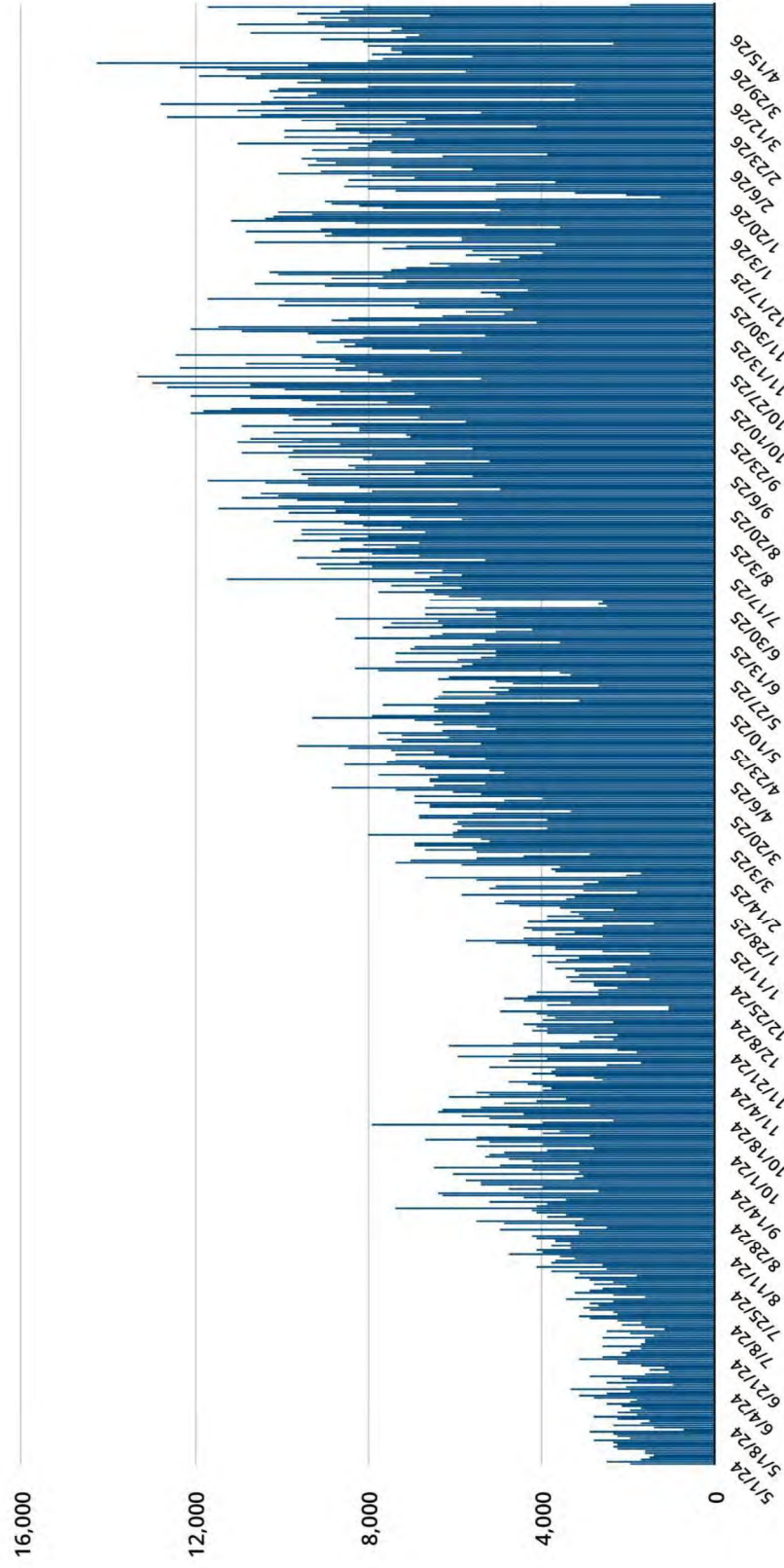
Agenda

- 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
 - 4,200,000 Visits
- Minimum 5-Minute Stay
- Each Visitor Counted Once Per Day

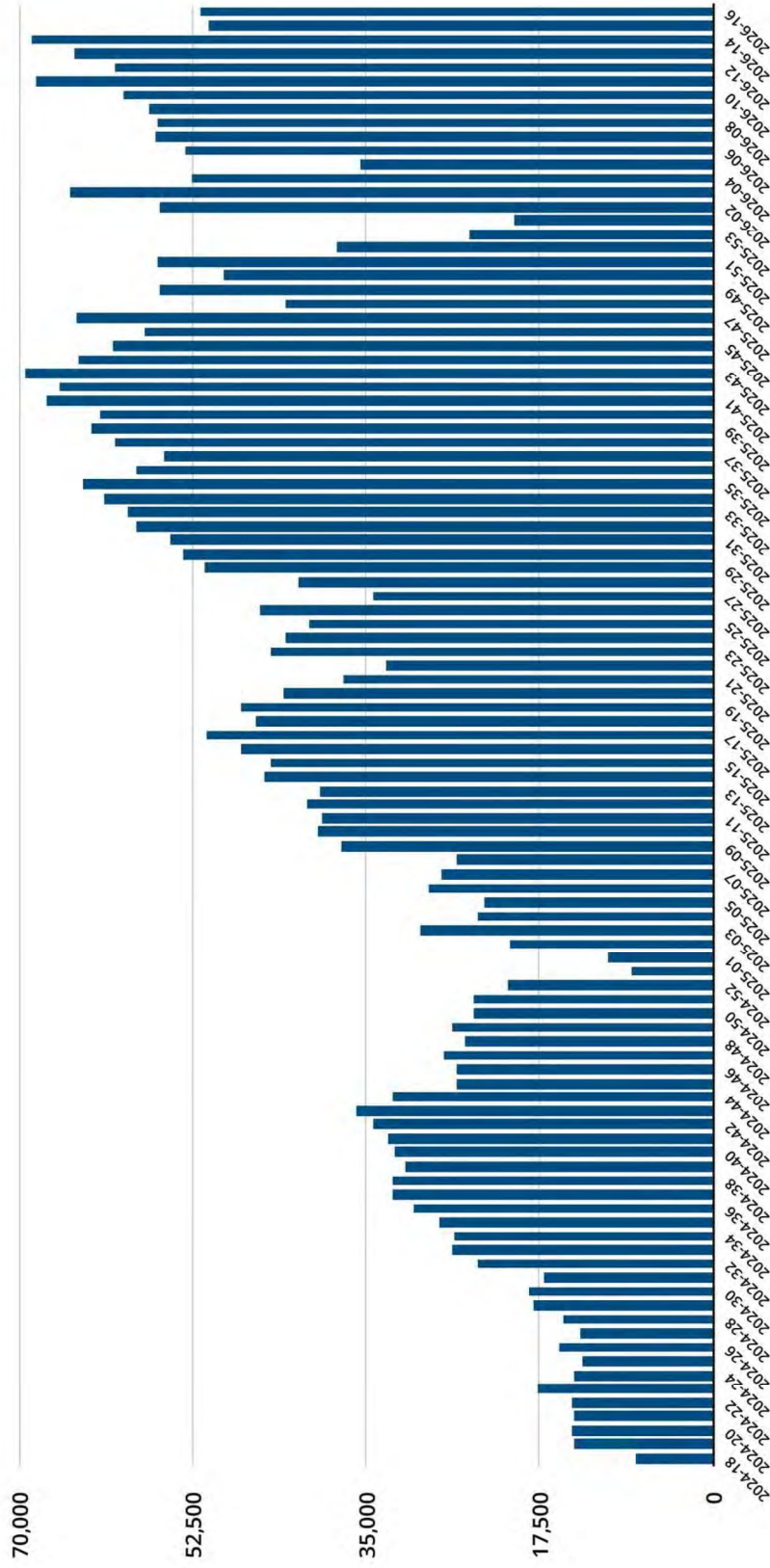
Geofencing Data- Visits By Day



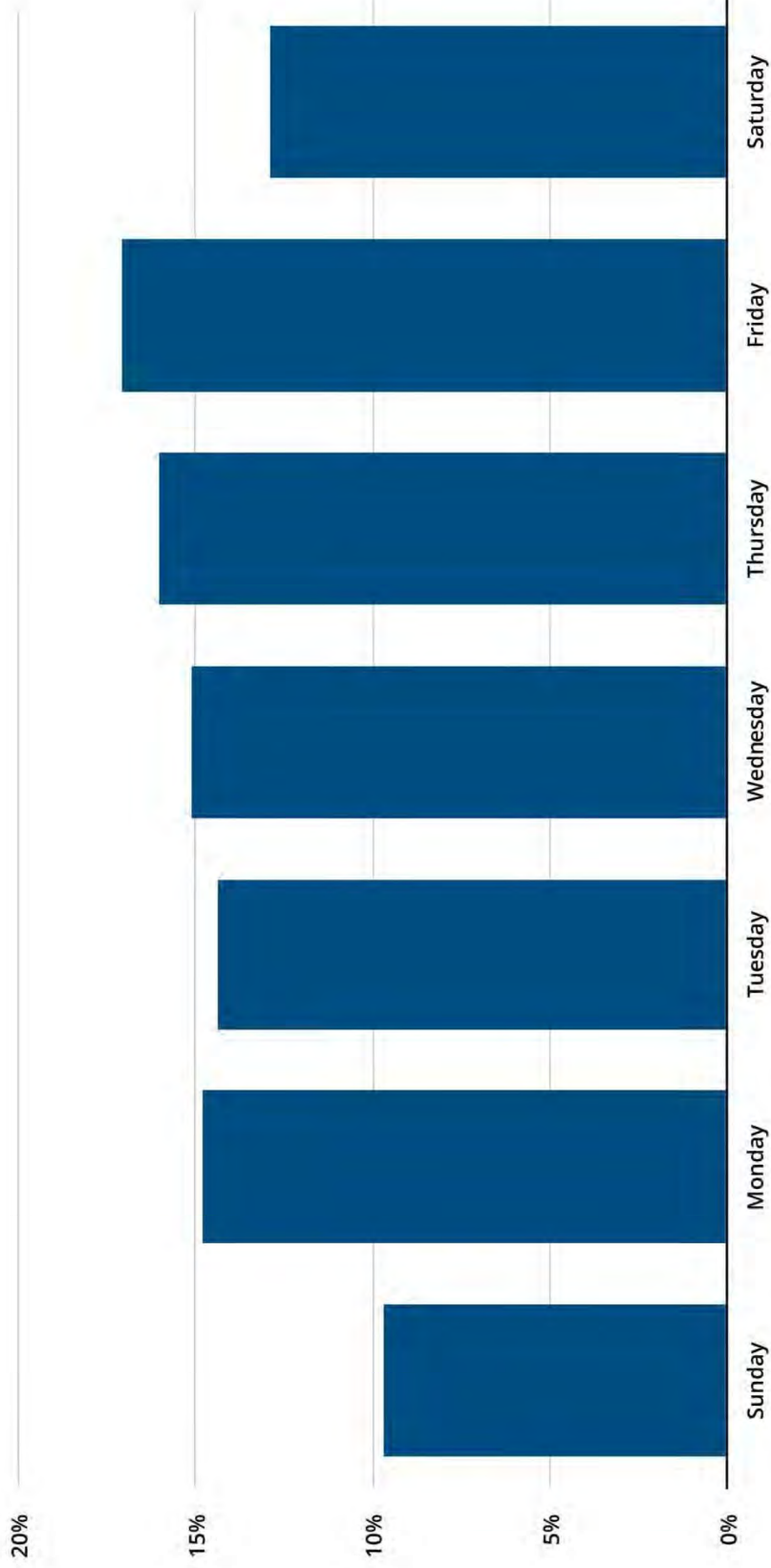
Geofencing Data- Visits By Day

Day	# of Visits
4/2/26	14,296
10/27/25	13,321
10/24/25	12,996
3/13/26	12,780
10/22/25	12,671
3/6/26	12,671
11/7/25	12,455
10/31/25	12,347
3/31/26	12,347
10/9/25	12,130

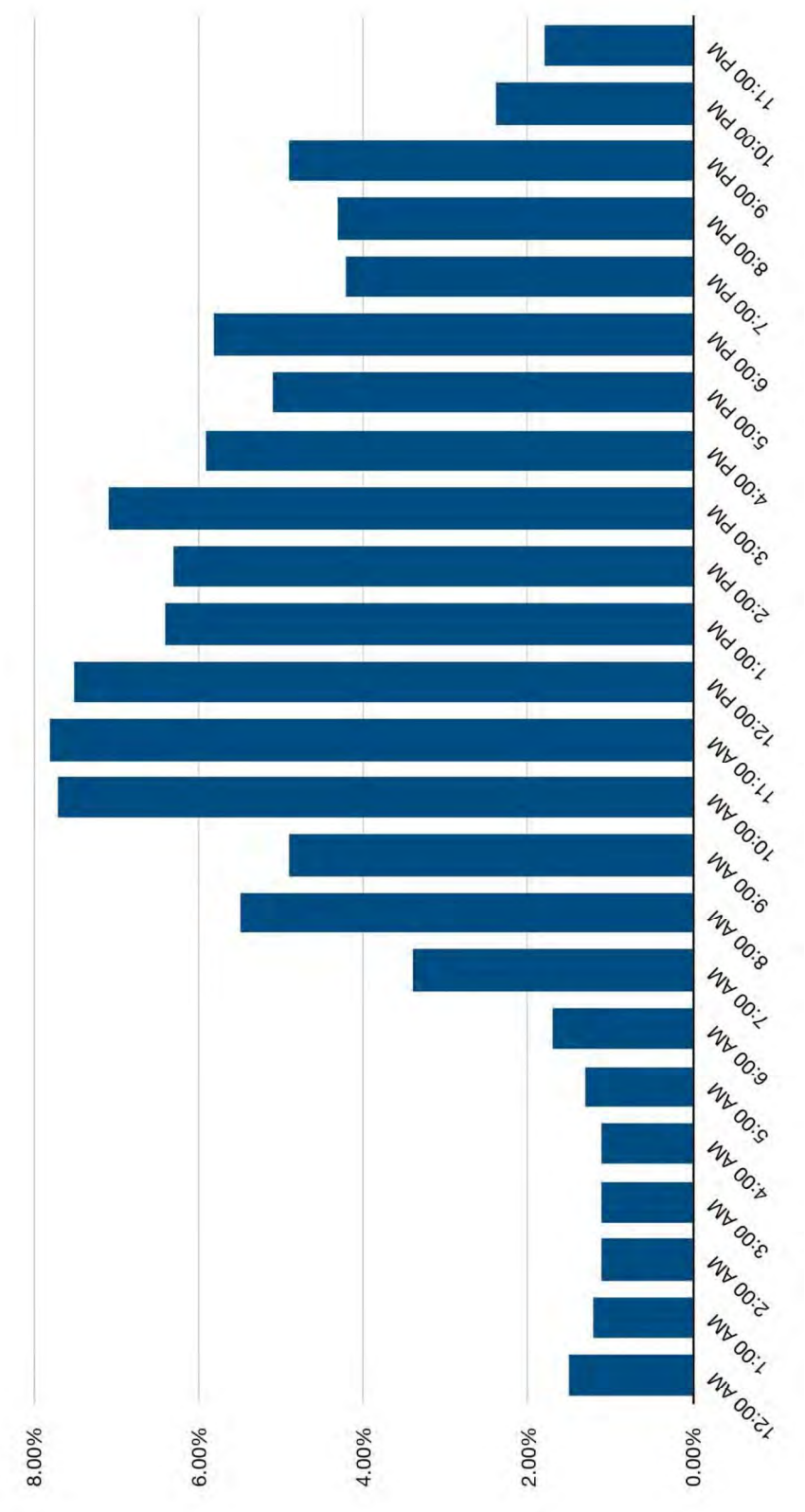
Geofencing Data- Visits By Week



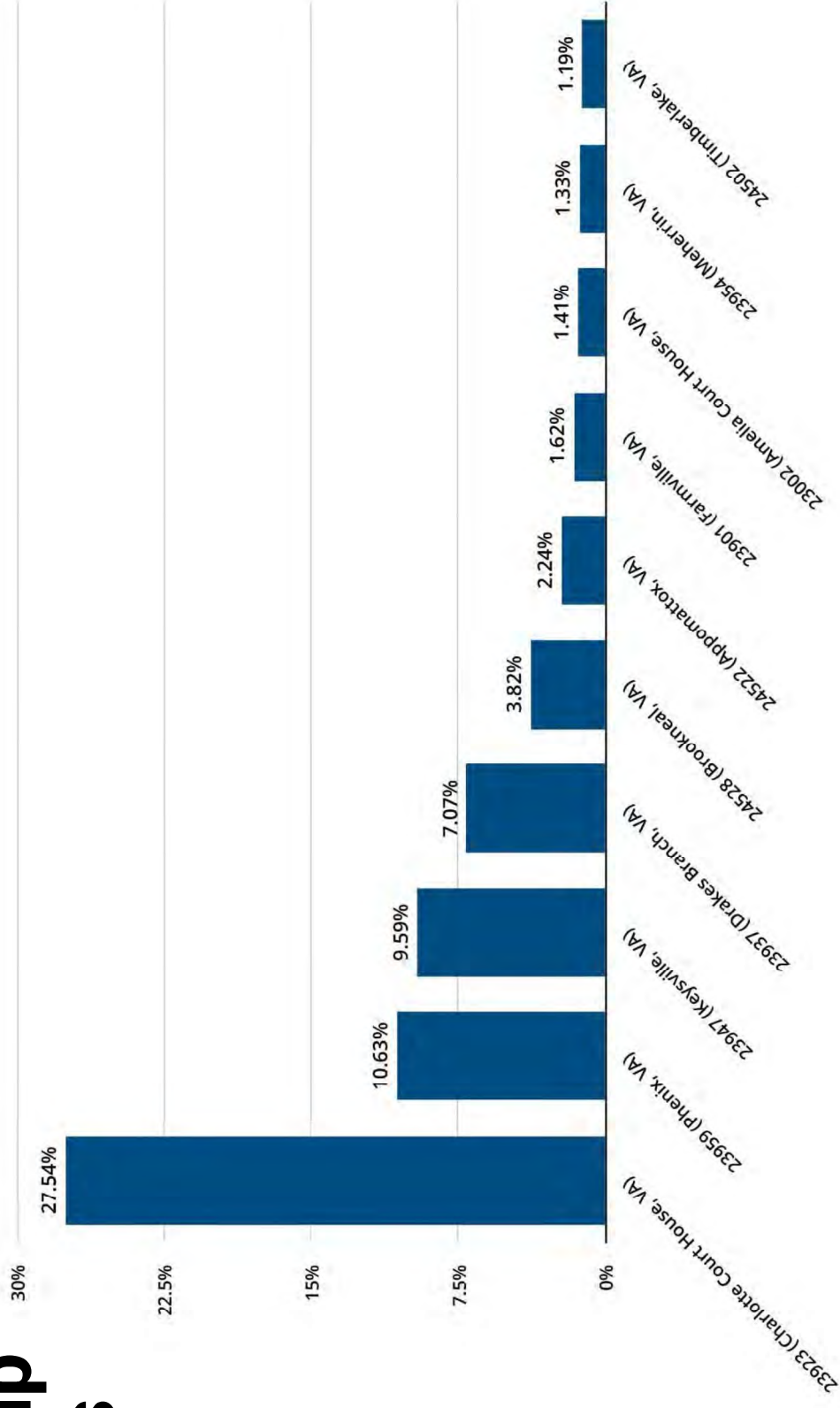
Geofencing Data- Visits By Day of the Week



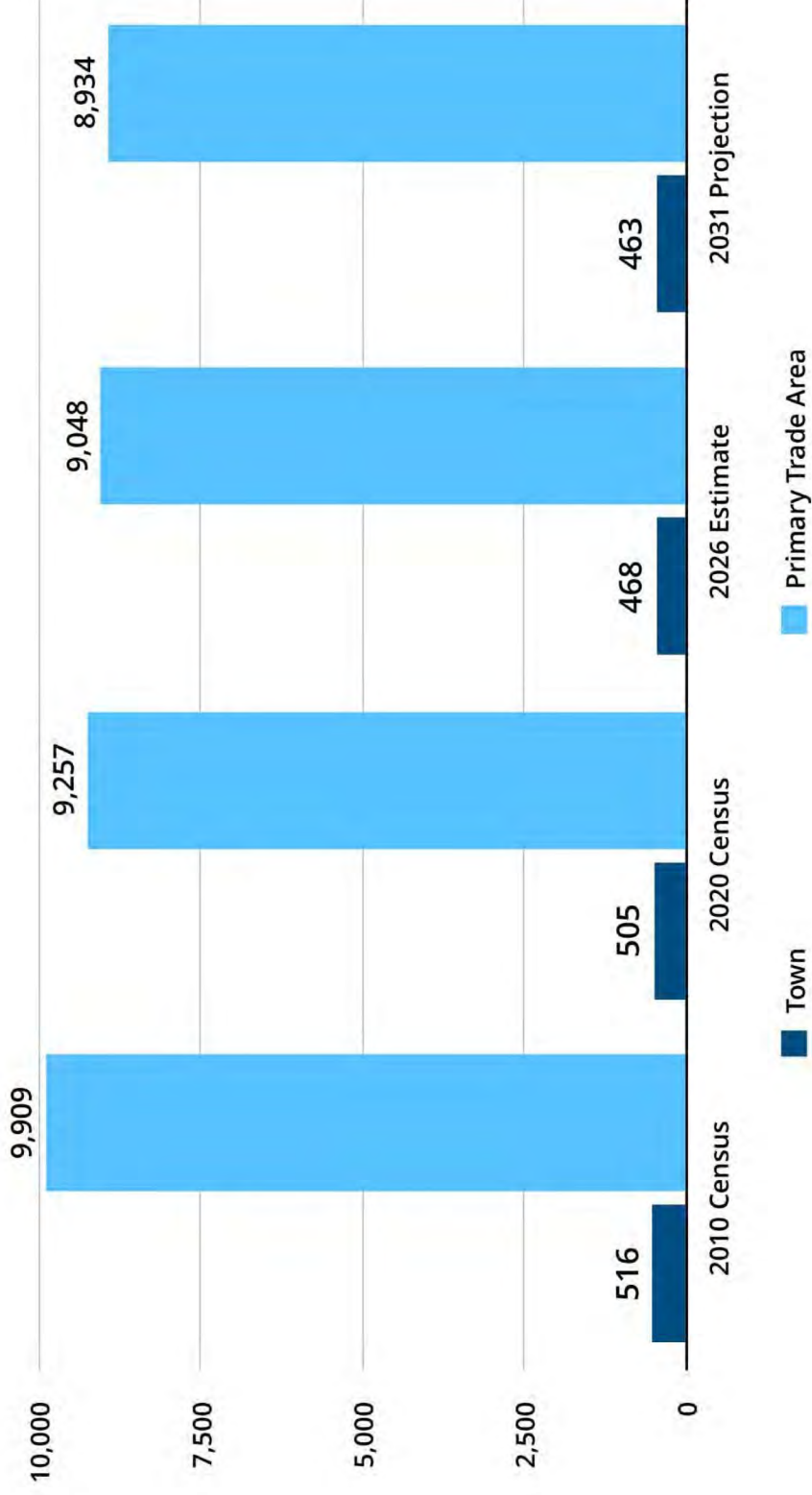
Geofencing Data- Visits By Time of Day



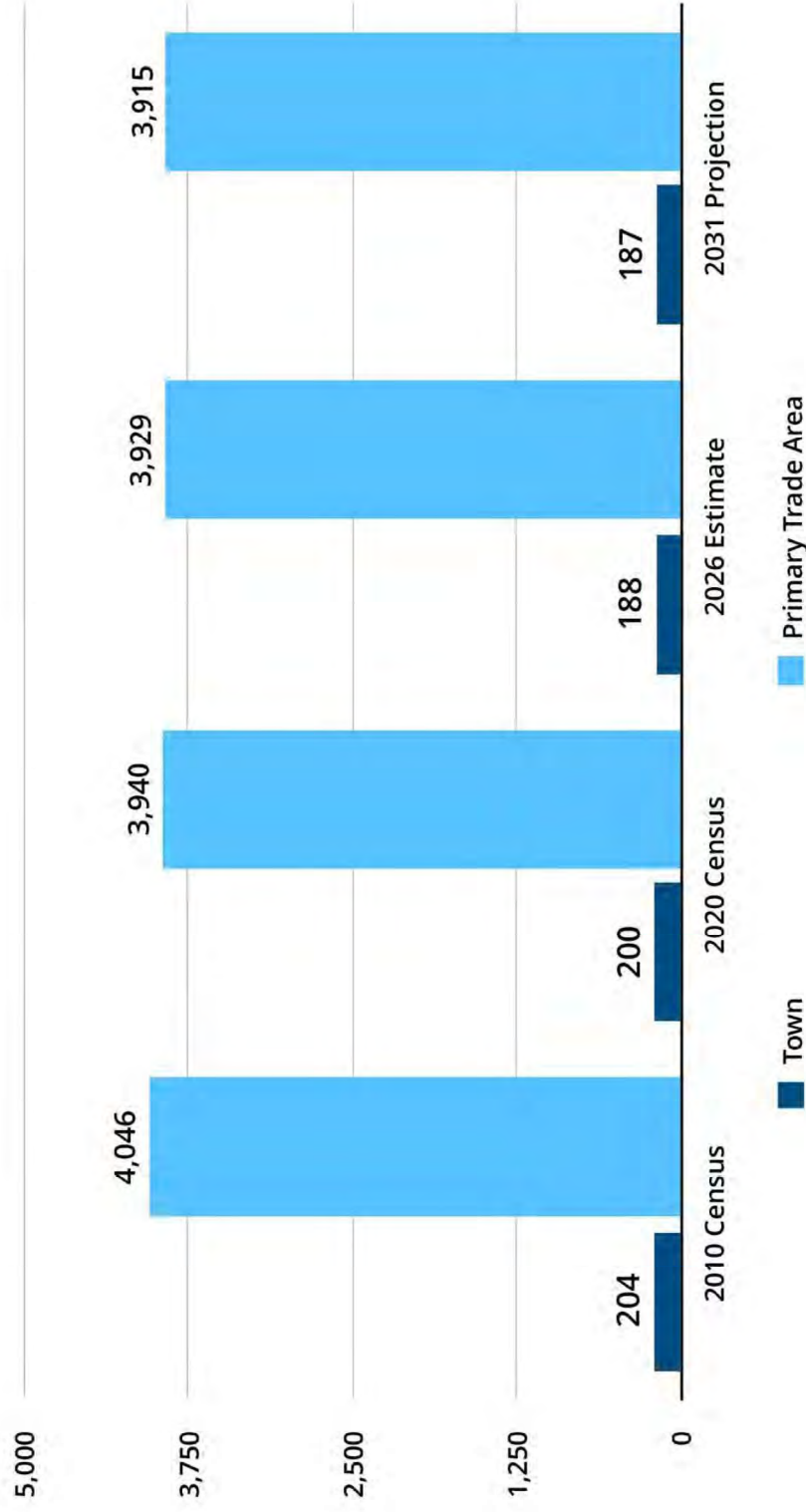
Geofencing Data- Top Zip Codes



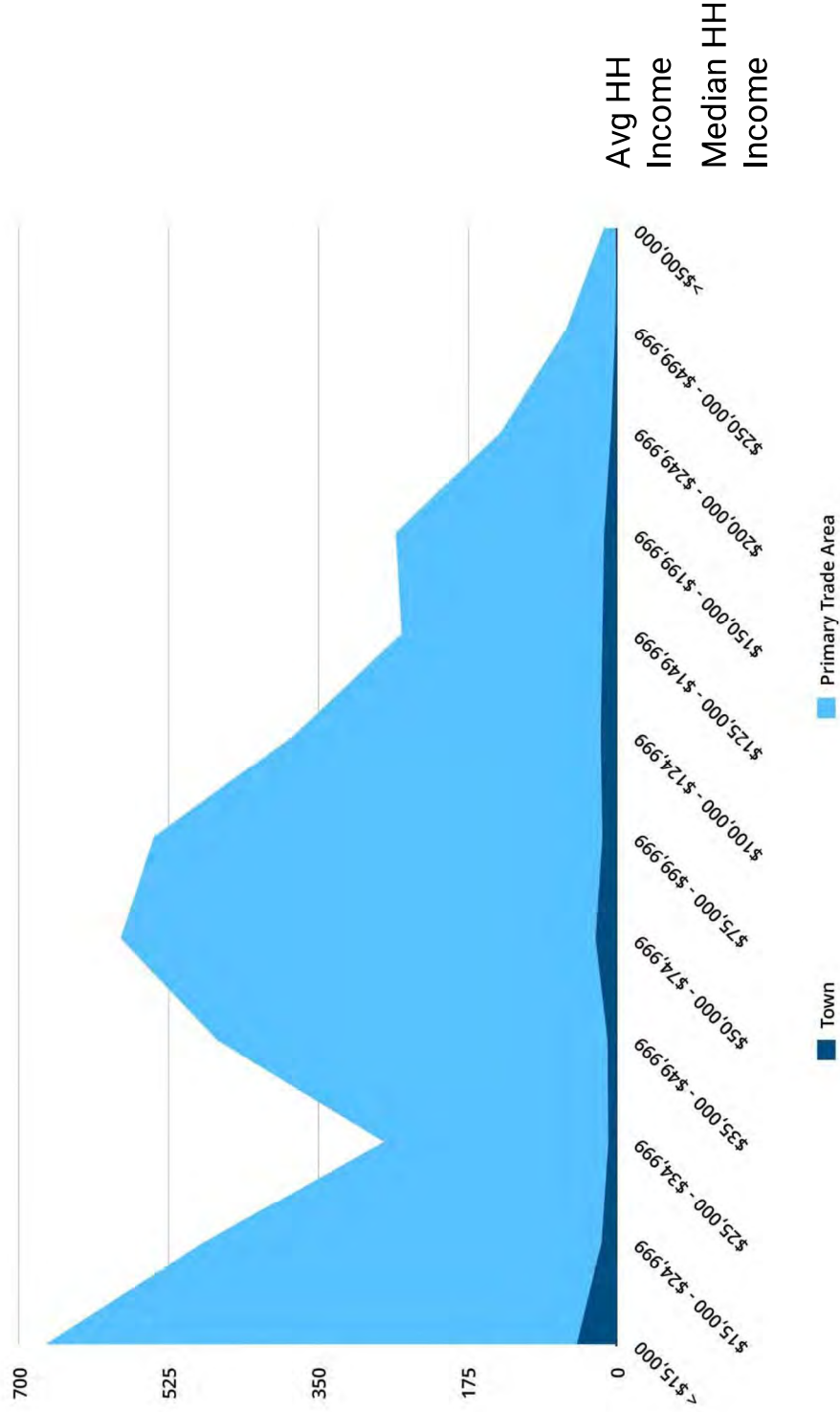
Demographic Trends- Population



Demographic Trends- Households

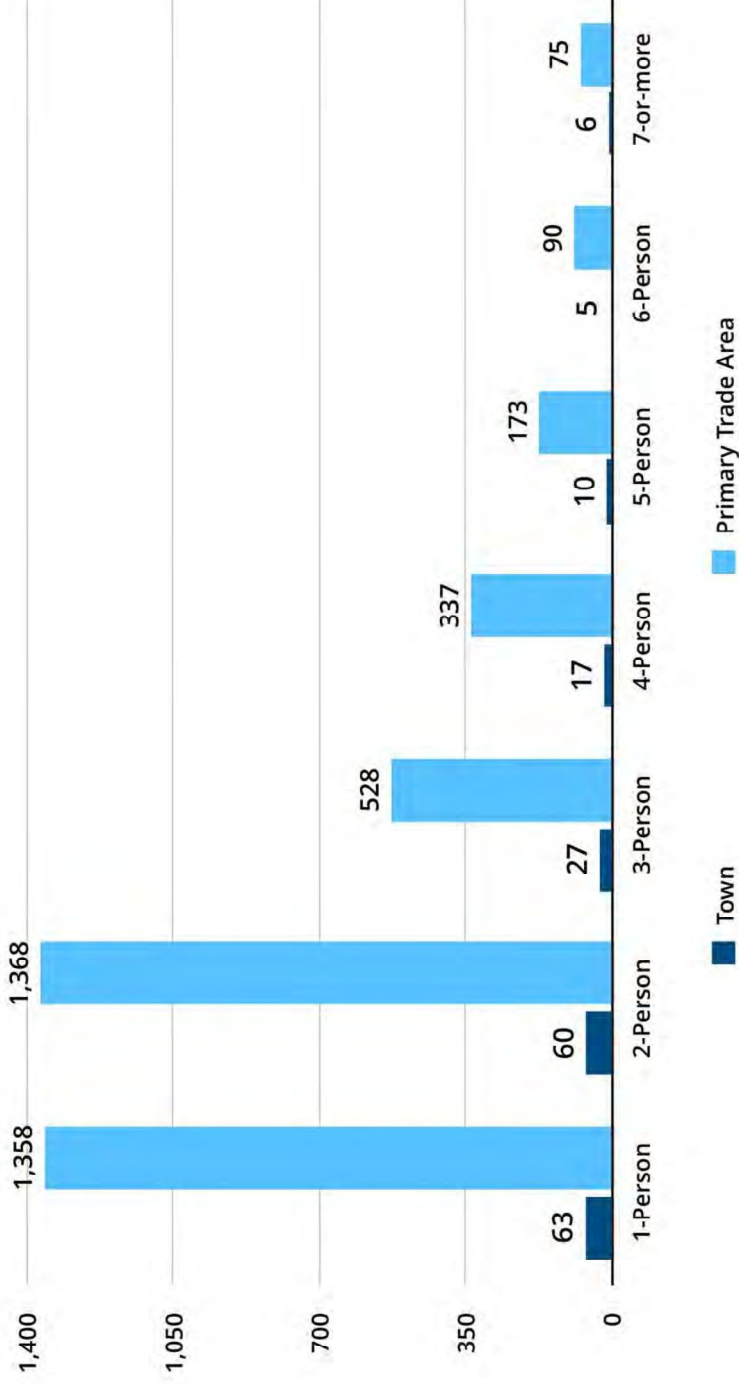


Demographic Trends- Income



Charlotte Court House	Primary Trade Area
\$74,327.00	\$75,293.09
\$58,268.99	\$56,304.56

Demographic Trends- People Per HH

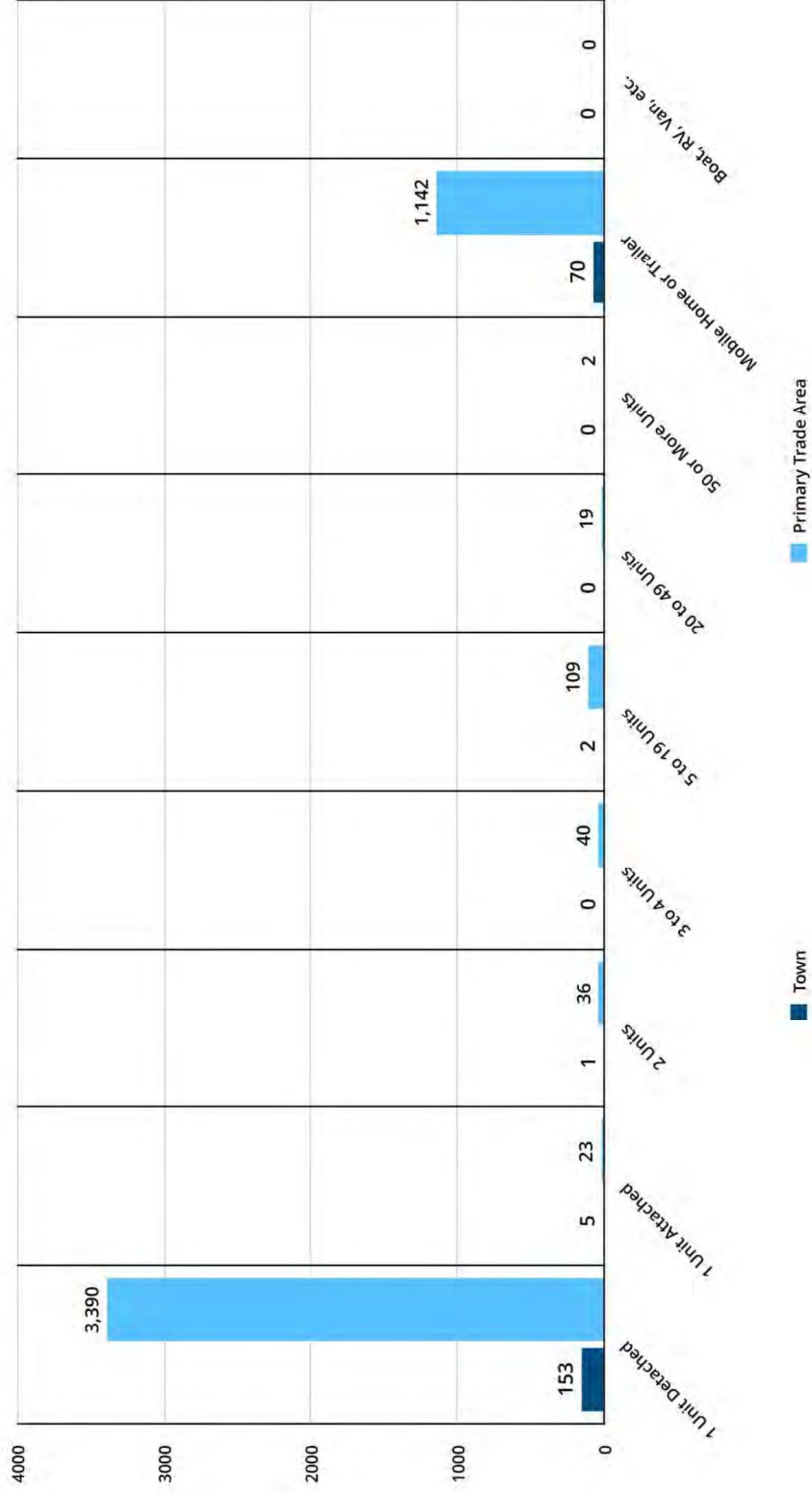


Average Household Size:
 Town- 2.43
 PTA- 2.28

% of HH WITHOUT Children Under 18:
 CCH- 67.5%

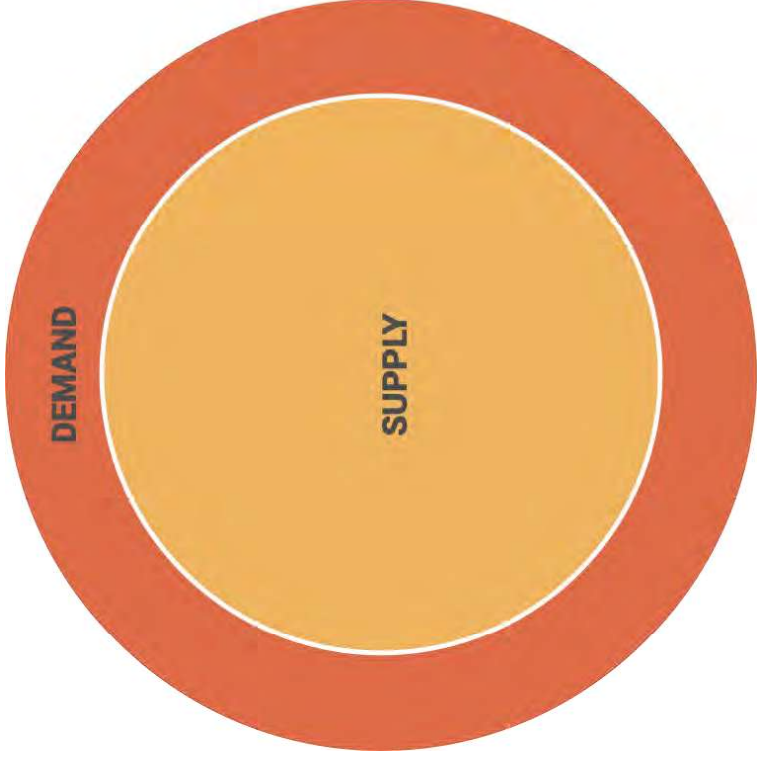
Charlotte Co- 74.0%
 Virginia- 70.6%

Housing Units Types

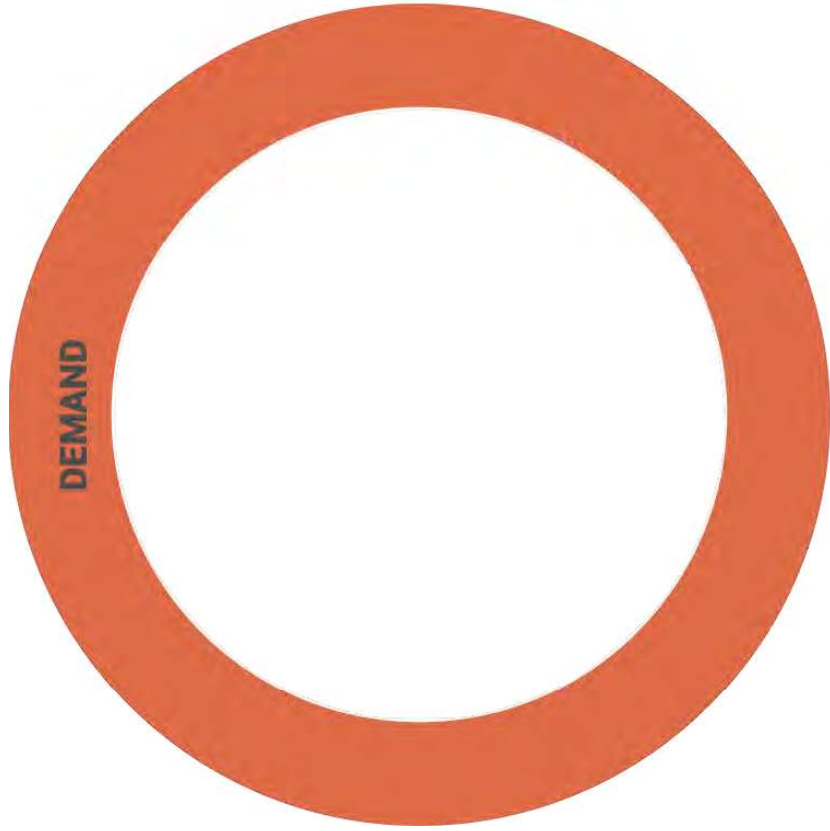


Retail Leakage

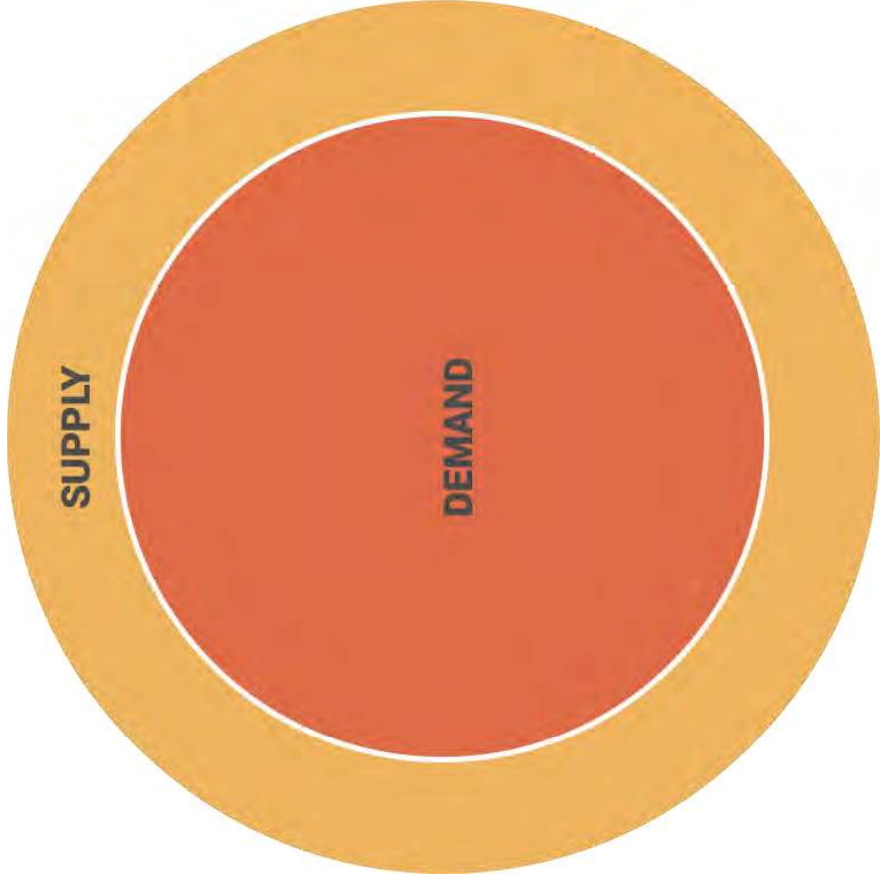




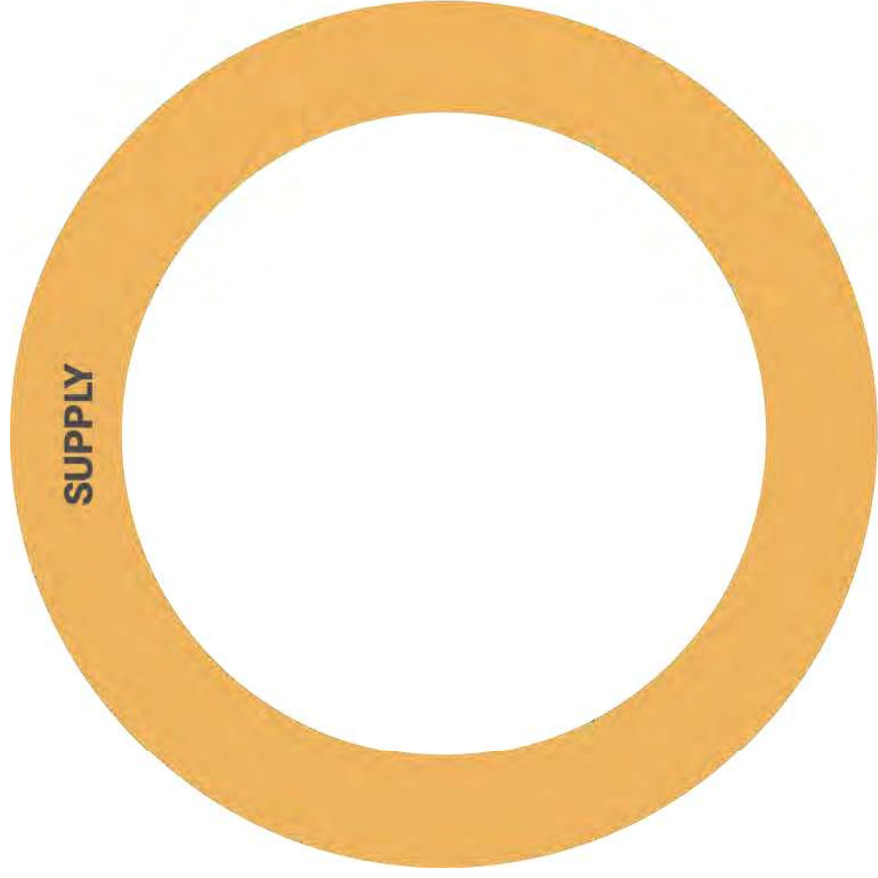
When Customers Demand
More than the Stores Supply



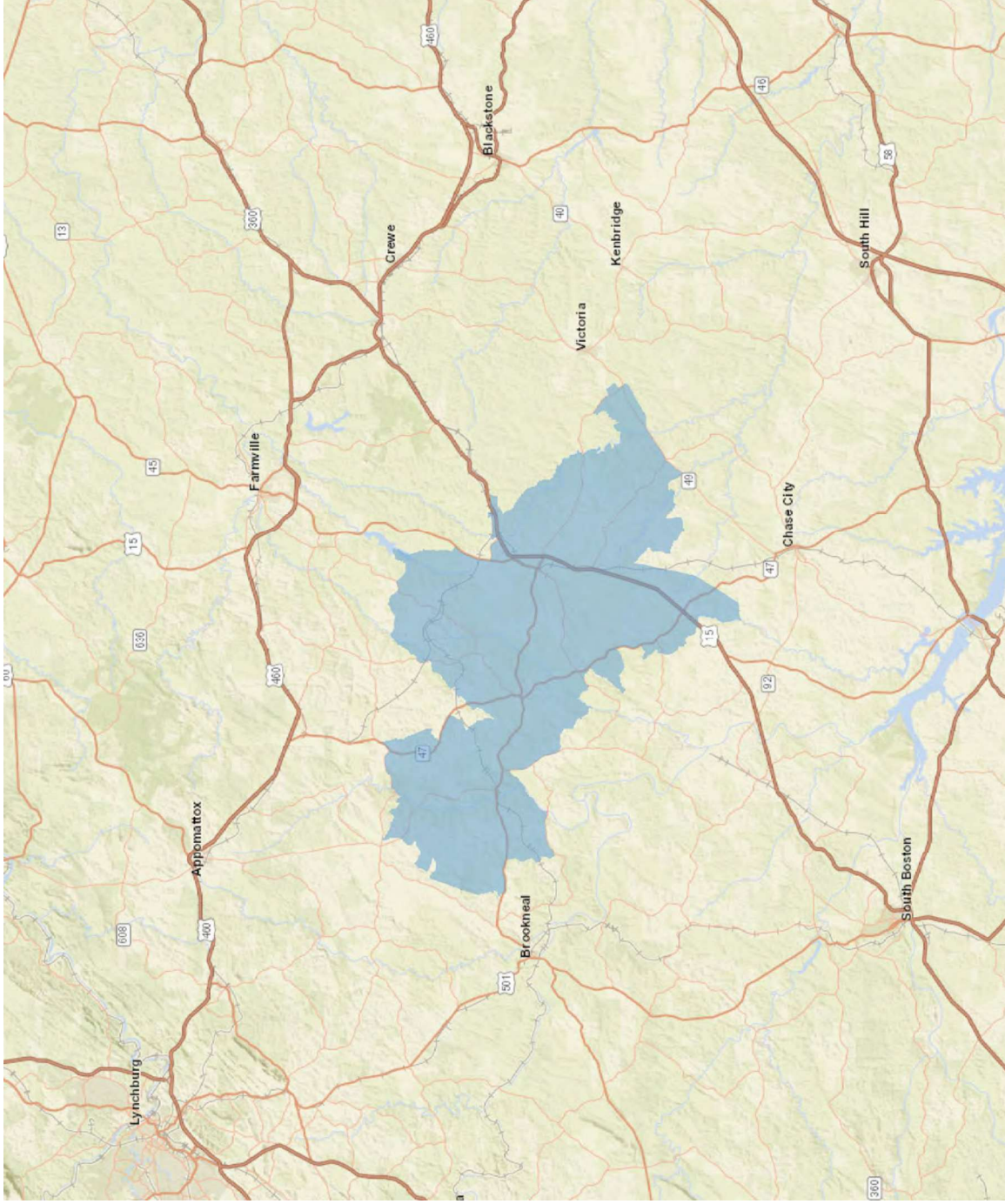
THIS IS A
GAP



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)	\$203,470,948	\$87,648,557	\$115,822,392	\$217,712,876	\$130,064,319
Retail trade (NAICS 44 and 45)	\$177,248,834	\$82,310,975	\$94,937,858	\$189,876,823	\$107,565,848
Food services and drinking places (NAICS 722)	\$26,222,115	\$5,337,581	\$20,884,534	\$27,836,053	\$22,498,472

Retail Leakage

Totals	2026 Demand (\$)	2026 Supply (\$)	Opportunity Gap/Surplus (\$)	2031 Demand (\$)	Projected Gap/Surplus	Max. Supportable Sq Ft
Furniture retailers (NAICS 44911)	\$2,377,764	\$9,248	\$2,368,516	\$2,618,985	\$2,609,737	8,030
Home furnishings retailers (NAICS 44912)	\$2,561,034	\$593,450	\$1,967,584	\$2,799,286	\$2,205,836	6,787
Pharmacies and drug retailers (NAICS 45611)	\$14,876,390	\$2,646,204	\$12,230,186	\$15,370,432	\$12,724,228	20,523
Clothing and clothing accessories retailers (NAICS 4581)	\$7,944,852	\$618,879	\$7,325,973	\$7,884,321	\$7,265,442	20,758
Shoe retailers (NAICS 4582)	\$1,276,540	\$-	\$1,276,540	\$1,291,426	\$1,291,426	3,690

Retail Leakage

Totals	2026 Demand (\$)	2026 Supply (\$)	Opportunity Gap/Surplus (\$)	2031 Demand (\$)	Projected Gap/Surplus	Max. Supportable Sq Ft
Sporting goods retailers (NAICS 45911)	\$1,900,904	\$278,854	\$1,622,051	\$2,009,612	\$1,730,758	8,654
Drinking places (alcoholic beverages) (NAICS 7224)	\$997,514	\$40,052	\$957,461	\$1,068,451	\$1,028,399	2,938
Full-service restaurants (NAICS 722511)	\$11,275,538	\$3,327,538	\$7,948,001	\$11,967,870	\$8,640,332	14,401
Limited-service restaurants (NAICS 722513)	\$10,184,334	\$1,486,936	\$8,697,398	\$10,792,395	\$9,305,459	37,222
Snack and nonalcoholic beverage bars (NAICS 722515)	\$1,778,772	\$165,551	\$1,613,220	\$1,885,271	\$1,719,720	3,822

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](#)

CHARLOTTE COURT HOUSE

Collect Inventory | Share Business Inventory Form | Download Data

Overview **Parcels** Businesses

Total Parcels

66

Percent Complete



Parcels with Buildings

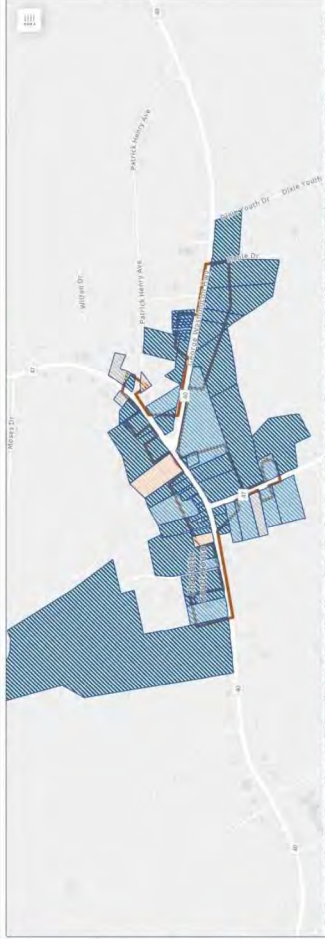
48

Vacant Buildings

7

Vacant and Idle Parcels

7



Env. Community Maps Contributors | StreetView PDC | VGIN | D. Clark/StreetsMap, Microsoft | Esri | DataForm | Gartner | Salesforce | GeoTechnology, Inc | MET/ANSA | LUSG | EPA | NPS | US Census Bureau | USDA | ... Powered by Esri

21

Identified Businesses

46.69k

Bldg Sq Footage

Vacant

Total

Maintenance/Repair Needs

1

Current Housing Units

10

Building Vacancy



Entirely vacant: 4
Partially vacant: 3
Fully occupied: 35
Unclear/other: 5

Building Use



Commercial/Business/Nonprofit: 22
Cultural: 1

Potential Housing Units

35

Parcel Land Use



other: 9
Park/Recreation: 1
Parking Lot: 1

Significant Buildings/Parcels

13

4

Ground Floors with Vacancy

4

Upper Floors with Vacancy

Building a Complete Business Directory

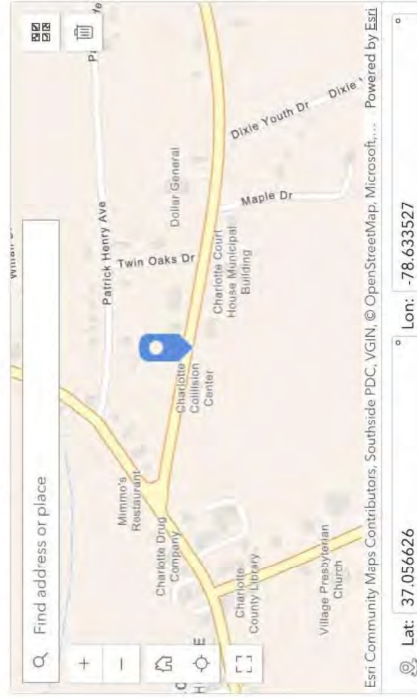
Building a Complete Business Directory: Charlotte Court House

Charlotte Court House 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
+MAIN**
ADVISORS

115 Legrande Ave

Office space (3)
Chamber of Commerce (2)
Coffee shop / café (7)
Antique store (2)
Local shop
Boutique
Book store / reading nook (2)
Ice cream shop (2)
Town office (3)
Pub (3)
Law office (3)
Shared professional services bldg.
County office
Professional services (counseling, legal, realty)

208 David Bruce Ave

Antique store (2)
Ice cream shop (10)
Local consignment
Pub (3)
Short term rentals (upper floor)
Office space
Coffee shop (6)
Café / deli (6)
Snack bar
Wine tasting (2)
Bakery (2)
Donut shop
Boba tea house
Butcher
Dessert parlor
Dance hall
Community event space for rent (2)
Local farmers growers

274 David Bruce Ave

Office spaces (3)
Lodging / hotel / boutique inn / short term rental (8)
Business incubator
Shops (first floor)
Brewery
Event venue (2)
Meeting space
Farm to Table restaurant
Community theatre
Museum of the Arts
Steakhouse
Apartments (2)
Bakery (first floor)
Pub
Bed & Breakfast
Spa
Restaurant (2)
Recreation center
Artist residency
Art studio / classes (2)
Community center
Charter school

278 David Bruce Ave

Apartments (3)
Hotel / short term rental / boutique hotel (4)
Chinese restaurant
Mexican restaurant
Community center (3)
Book store
Apartments (upper floor) (2)
Artist residency (ReStory) (2)
Community theatre and education center
Home
Micro brewery / brewpub (6)
Office spaces w meeting spaces (2)
Gym
Urgent care
Museum
Art studio (2)
Charlotte Court House themed restaurant
SVCC Extension
Mixed retail / restaurant w multiple tenants
Restaurant
Charter school
Redevelopment for Judge Cunningham's rehab facility

Recommendations

- Future-Focused
- Boutique Hotel + Brewpub
- Proactive Recruitment
- Tell Your Story

Future Focused

- Let Past Fights Be in the Past
- Focus on Best Path Forward

Boutique Hotel + Brewpub

- Short-Term Rental Model
- Addresses Two Key Needs:
 - Overnight Accommodations
 - Food + Beverage

Proactive Retail Recruitment

- Custom Marketing Materials
 - Use Market Data
 - Work with Realtors + Building Owners
 - Website Page
 - Downloadable PDF

TARGETED RETAIL SECTORS FOR DOWNTOWN HOMER



Furniture Stores

\$3,102,451
2024 Retail Gap

14,102 sq ft
2024 Max. Supportable Square Feet



Grocery Stores

\$15,717,202
2024 Retail Gap

31,434 sq ft
2024 Max. Supportable Square Feet



Ice Cream & Coffee Shops

\$1,401,295
2024 Retail Gap

3,114 sq ft
2024 Max. Supportable Square Feet



Limited-Service Restaurants

\$1,683,437
2024 Retail Gap

8,417 sq ft
2024 Max. Supportable Square Feet



Brewery, Distillery, and Wine Bars

\$1,448,054
2024 Retail Gap

4,137 sq ft
2024 Max. Supportable Square Feet



Pet Supply Stores

\$1,510,612
2024 Retail Gap

4,873 sq ft
2024 Max. Supportable Square Feet

The presence of a retail gap is not a guarantee of success for prospective businesses.



LAPERER
Main Street



350 N Court Street

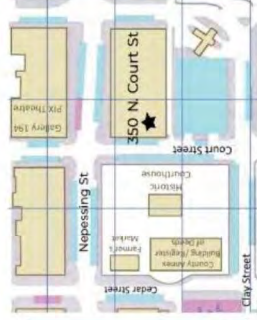
Office Space Available for Rent

Contact TL Management Group at
248-318-0699

with questions or to schedule a walk through!

PROPERTY FEATURES

- Beautiful Historic Building
- Ample Parking
- Wonderful Location for professional office space
- Single & Multi-room suites available
- Located in Historic Downtown Lapeer
- Walking distance to dining and shopping



We Offer:

- DDA Building Improvement Loan
- DDA Sign Assistance Program
- Assistance from the Lapeer Development Corporation

For more info contact James Alt. (810)728-6598 or james@lapeerdda.com

Tell Your Story

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

