

# Rio Hill SHOPPING CENTER

1980 Rio Hill Center, Charlottesville, VA 22901



## EXCLUSIVE LEASING PACKAGE

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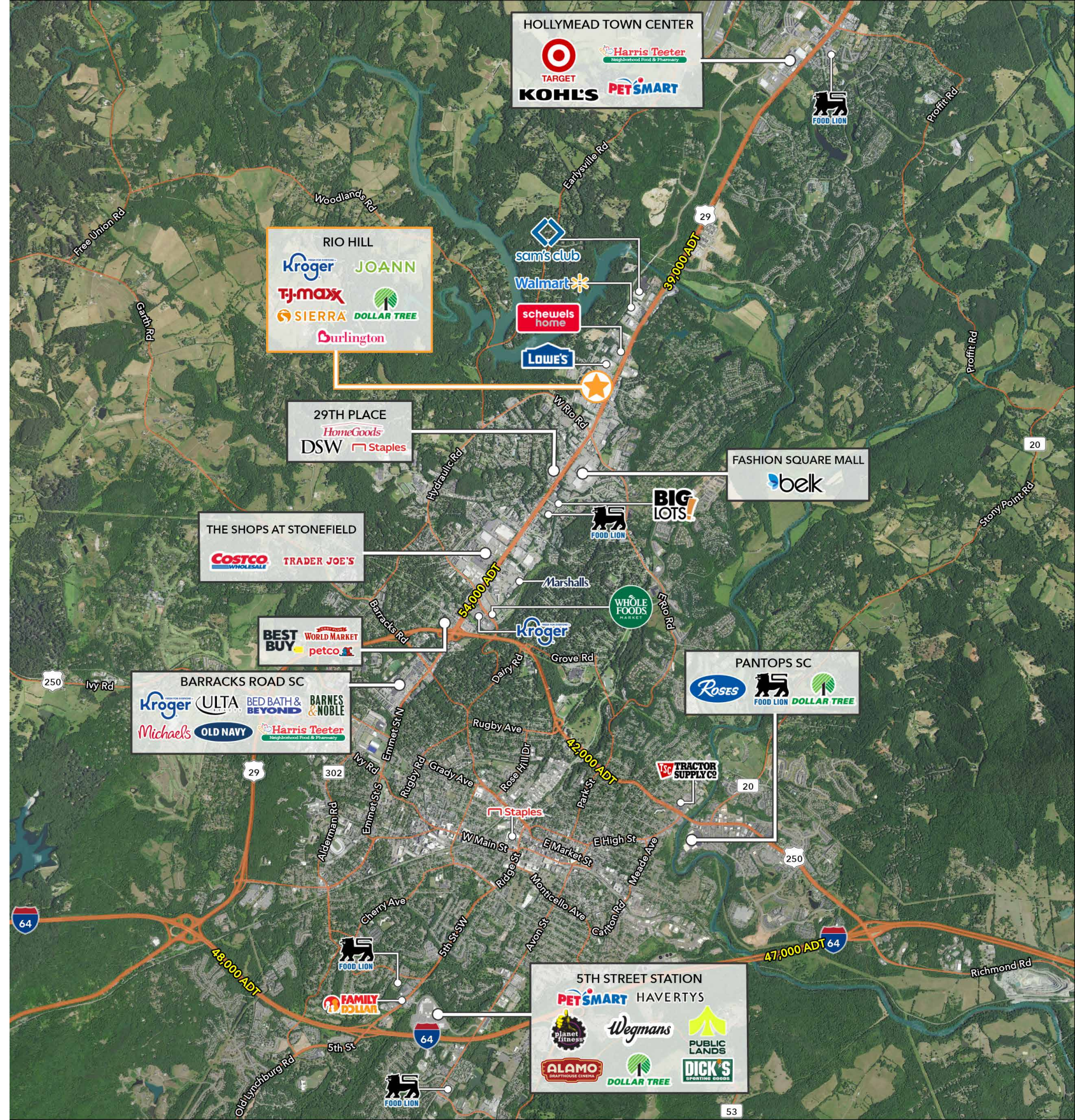
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**TSCG**

# CHARLOTTESVILLE OVERVIEW

Charlottesville, officially named the **City of Charlottesville** is an independent city in the Commonwealth of Virginia. It is the **county seat** of Albemarle County which surrounds the city. The **area boasts many attractions** for its relatively small size, including wine and beer tours, ballooning (the city is set at the foothills of the Blue Ridge Parkway) and world class entertainment at one of its four venues. Charlottesville is home to the **University of Virginia** which has over **20,000 students** and is the heart and soul of the area. Its large indie music scene is known for being the home and launching pad of the **Dave Matthews Band** as well as many other famous music artists represented by **Red Light Management**; the **largest independent music management company in the world**, founded in Charlottesville.

**Charlottesville retail growth** remains strong with a focus on **national, regional, and local businesses**. Charlottesville is ranked **one of the top cities in the country to do business** and Top 50 “Best Places to Launch a Small Business” by Money Magazine.



# EXECUTIVE SUMMARY

Rio Hill Shopping Center is located on Route 29, a major North/South artery of the market. With access from Route 29 at the lighted intersection off Woodbrook Road, the center is grocery anchored by Kroger and merchandised with an array of national and local tenants, including TJ Maxx, Sierra, JoAnn Fabrics, Burlington, Five Below and Dollar Tree.



# THE SITE

## Rio Hill SHOPPING CENTER

1980 Rio Hill Center  
Charlottesville, VA 22901

- Centrally located along Route 29 (Seminole Trail) with easy access to US Route 250 and University of Virginia
- 20,000 SF space available
- 1,200 SF up to 7,815 SF inline/endcap spaces available
- 288,000 SF grocery anchored shopping center
- Located on Route 29 (Seminole Trail) and Woodbrook Drive
- Join: Kroger, TJ Maxx, JoAnn Fabrics, Burlington, and Sierra
- New anchor coming soon
- Under renovation
- Traffic Count:  
Seminole Trail (US 29): 54,000 AADT



SUITE	TENANT	SQ FT
1744	AVAILABLE	1,565
1746	AVAILABLE	1,450
1748	AVAILABLE	1,200
1750	AVAILABLE	1,200
1752	AVAILABLE	1,200
1754	AVAILABLE	1,200
1756	MetroPCS	1,200
1758	Miracle Ear	1,200
1760	Tobacco 4 Less	1,200
1764	Rio Hill Cleaners	1,200
1766	H&R Block	1,200

SUITE	TENANT	SQ FT
1768	Hair Cuttery	1,200
1774	JoAnn Fabrics	21,080
1784	AVAILABLE	20,000
1788	Plato's Closet	4,040
1790	Five Below	7,960
1800	Rack Room Shoes	7,500
1812	Chandler's Bakery	2,500
1816	Stacy's Music Shop	1,600
1818	Milan Laser Hair Removal	1,600
1820	America's Best	3,200
1832	Hallmark	4,160

SUITE	TENANT	SQ FT
1850	Burlington	25,000
1860	Great Frame Up	1,600
1864	Kyoto Japanese	1,600
1872	VA ABC Liquor	3,200
1878	AVAILABLE	1,600
1880	AVAILABLE	3,200
1900	AVAILABLE	1,600
1904	AVAILABLE	1,600
1908	Rio Hill Wine & Gourmet	1,600
1912	AVAILABLE 1/1/2024	1,600
1920	Rent A Center	3,200

SUITE	TENANT	SQ FT
1928	Affordable Dentures	3,200
1940	TJMAXX	26,087
1944	Seirra Trading Post	20,000
1950	T&C Nails	2,000
1954	Tropical Smoothie	2,000
1958	Siam Kitchen	2,000
1962	OneMain Financial	2,000
1966	Popitos Pizza	2,000
1970	Skrimp Shack	2,000
1980	Kroger	78,823
2020-34	Dollar Tree	12,996

# DEMOGRAPHIC SUMMARY

## RIO HILL GPS TRADE AREA



2023  
POPULATION

268,854



2023  
AVERAGE HOUSEHOLD INCOME  
MEDIAN HOUSEHOLD INCOME

\$111,547  
\$76,041



2023  
EDUCATION: BACHELOR'S DEGREE  
EDUCATION: GRADUATE/PROFESSIONAL DEGREE

28.2%  
24.3%



2023  
TOTAL HOUSEHOLDS

105,328



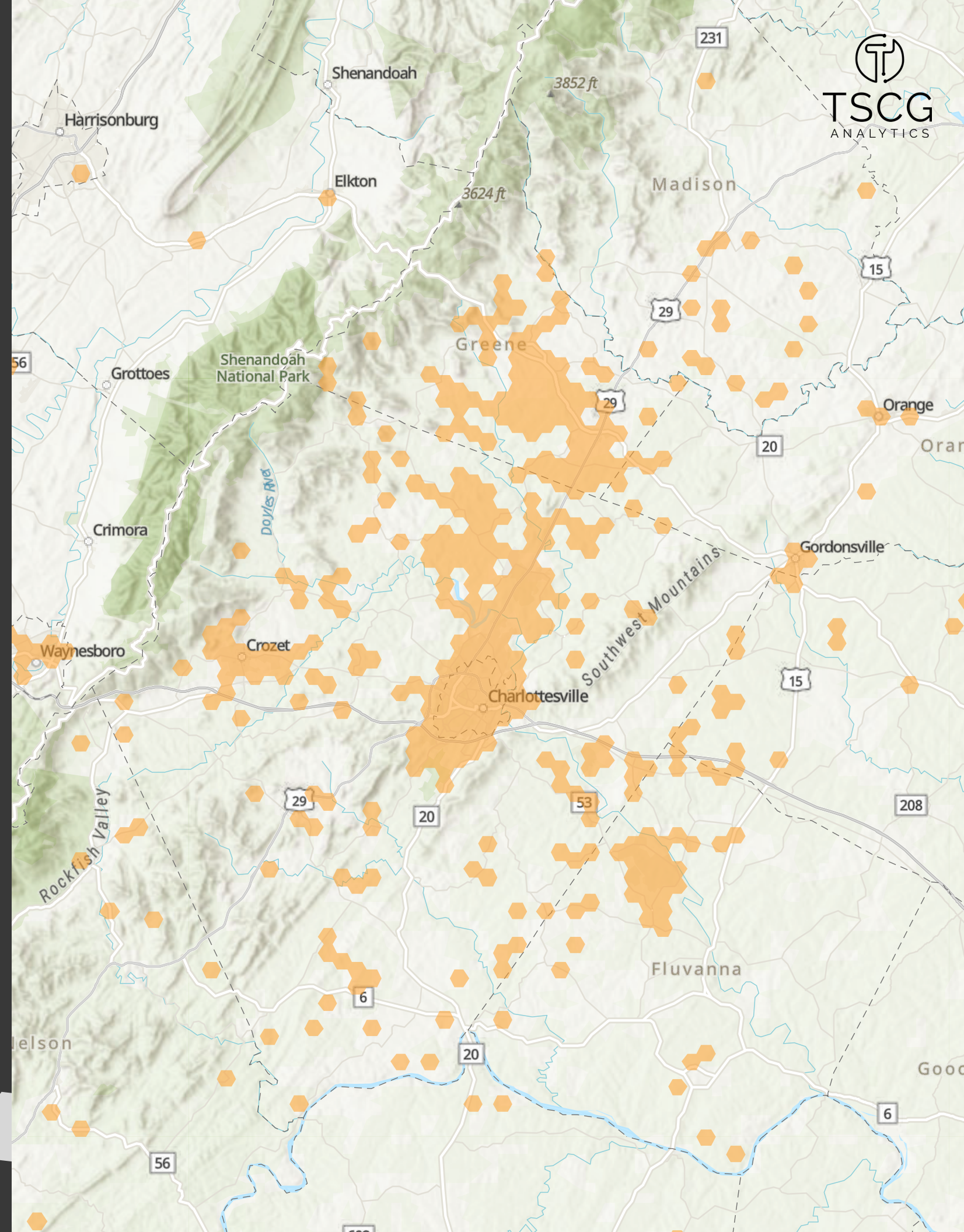
2023  
DAYTIME POPULATION

323,850

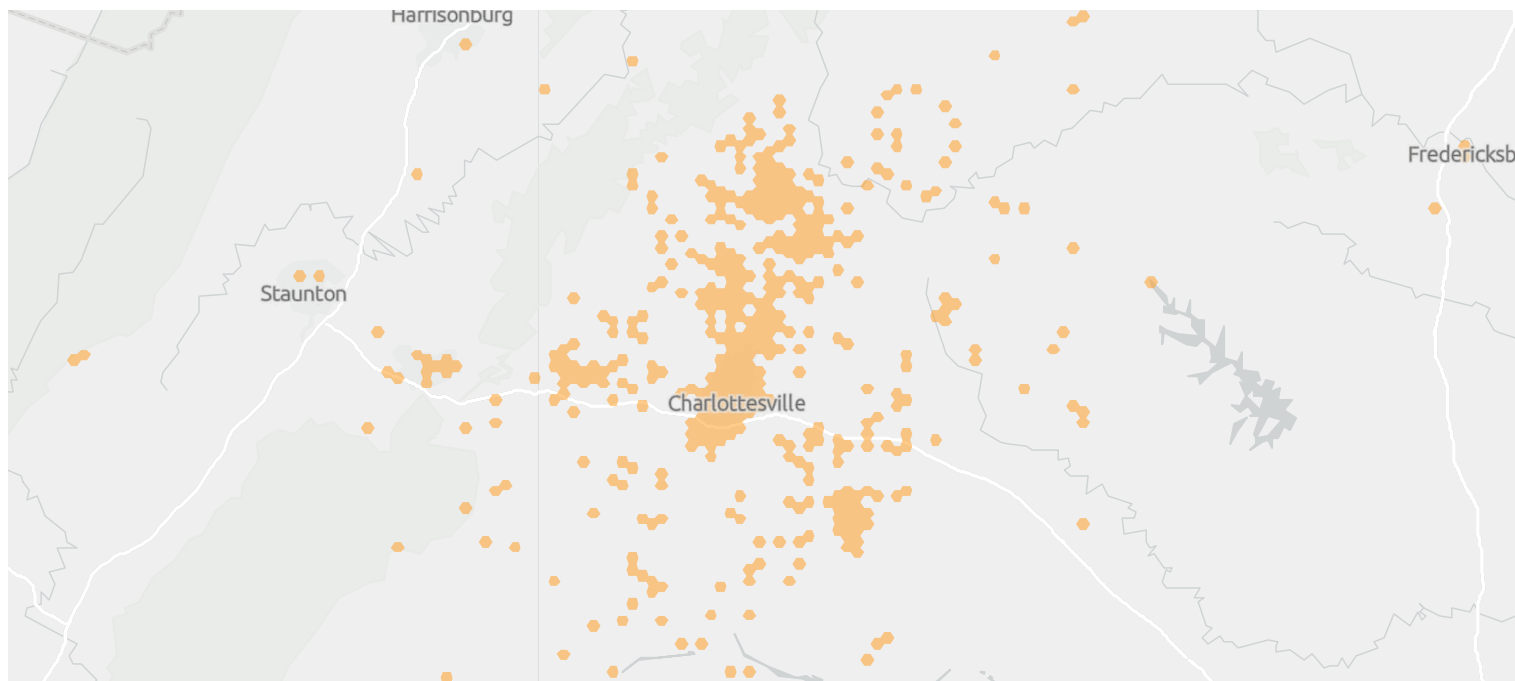


2023  
MEDIAN AGE

34.7



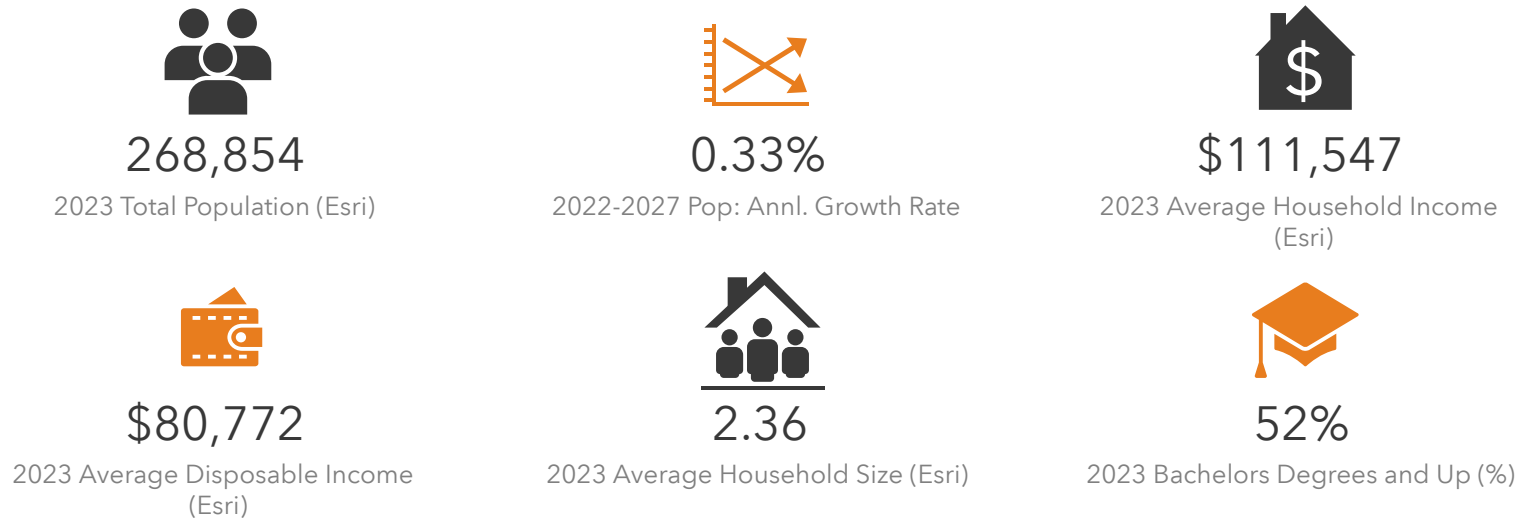
**TSCG ANALYTICS**  
**RIO HILL TRADE AREA**  
 Infographic



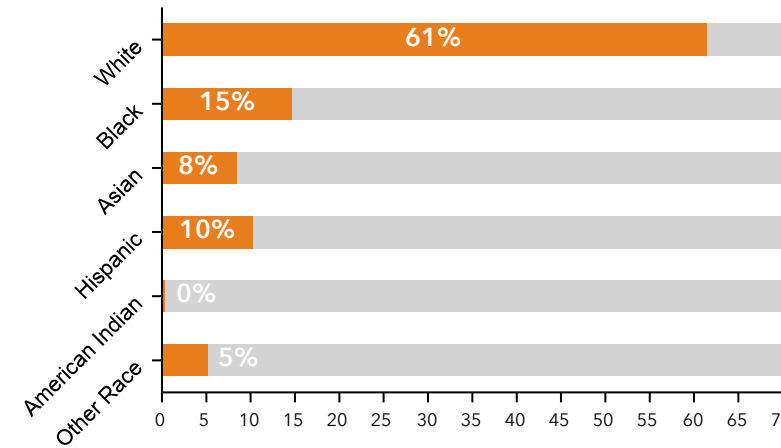
**Tapestry segments**

	<b>4A Workday Drive</b> 9,874 households	<b>9.4%</b> of Households	▼
	<b>14C Dorms to Diplomas</b> 7,967 households	<b>7.6%</b> of Households	▼
	<b>8B Emerald City</b> 6,877 households	<b>6.5%</b> of Households	▼

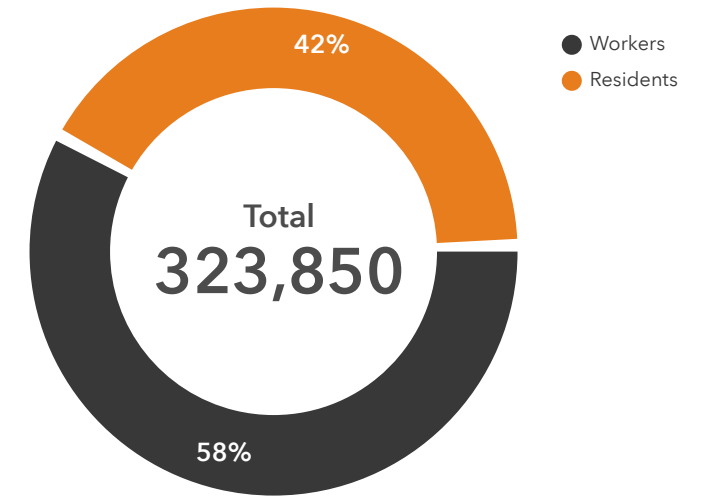
**KEY FACTS**



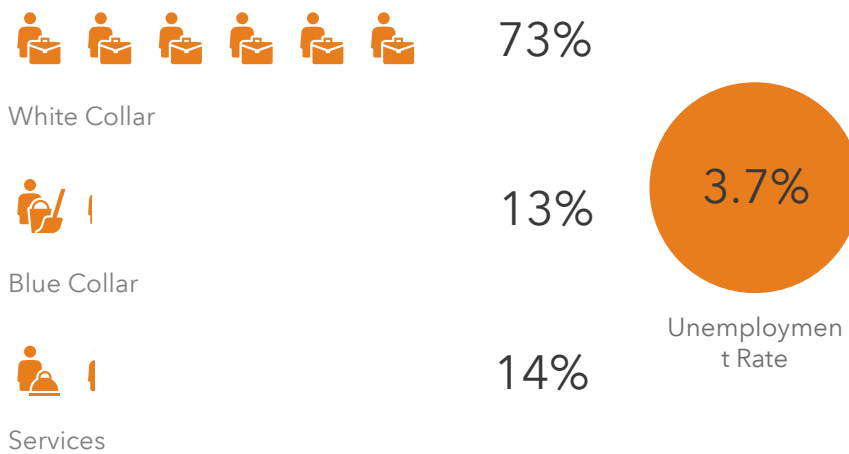
**RACE AND HISPANIC ORIGIN**



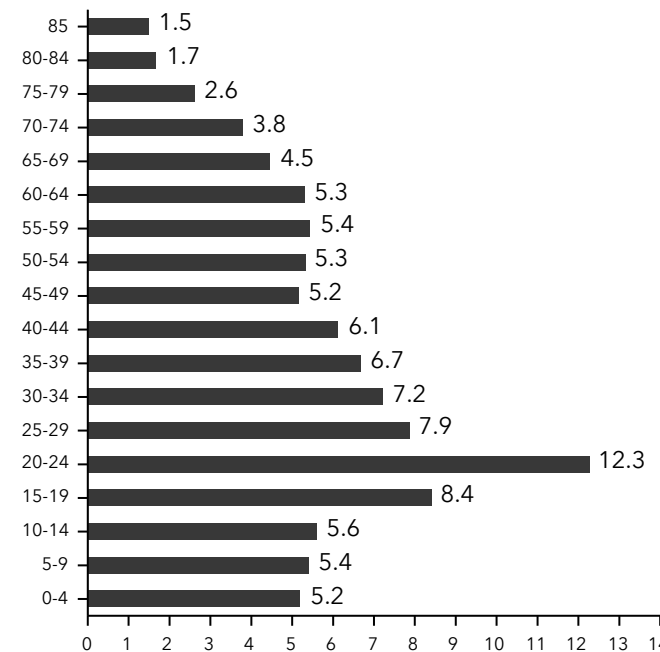
**DAYTIME POPULATION**



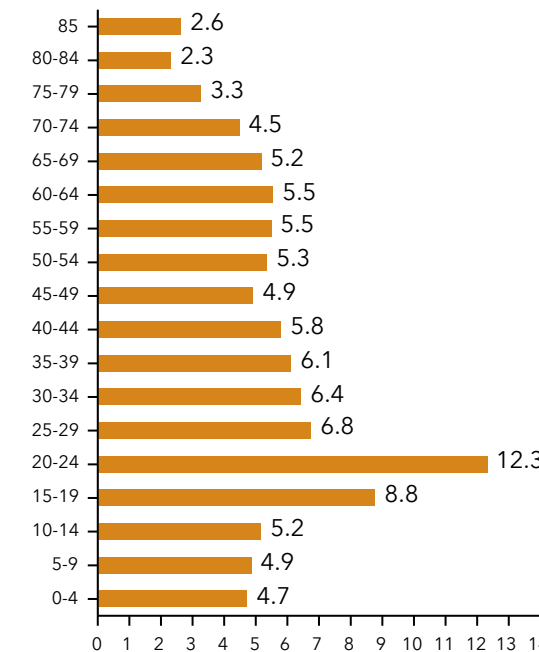
**EMPLOYMENT**



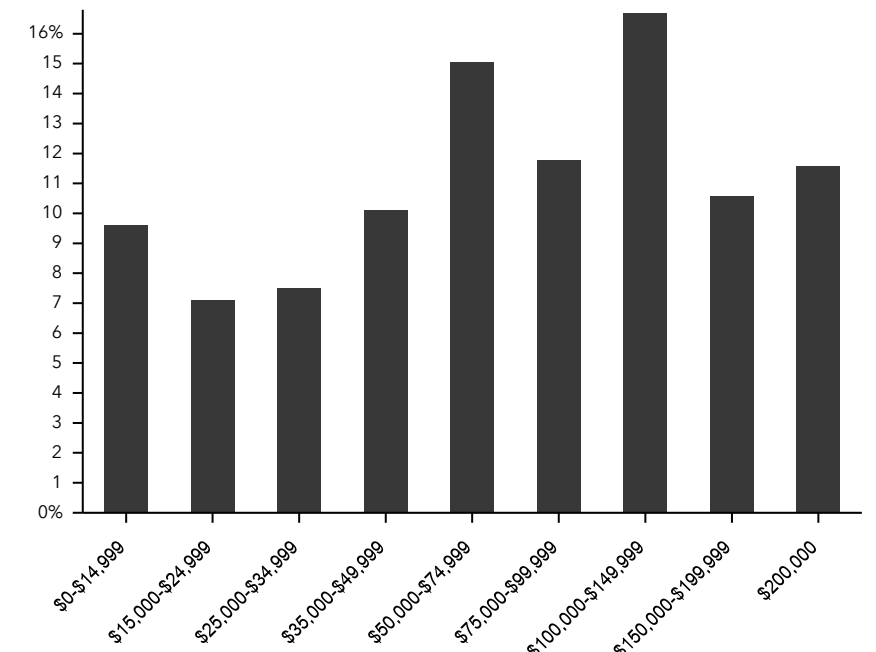
**Male Age Breakdown**



**Female Age Breakdown**



**2021 Income by Household**



## TAPESTRY SEGMENTATION

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 35 years ago. The 68-segment Tapestry Segmentation system classifies US neighborhoods based on their socioeconomic and demographic compositions.

### Emerald City

**Household**  
Singles

**Housing**  
Single Family;  
Multi-Units

37.4  
Median Age

\$59k  
Median Income

**Households: 1,748,600**

**Prof/Mgmt  
College Degree  
White**

- Travel frequently
- Contribute to NPR/PBS
- Buy, eat organic foods
- Read books, magazines on tablets
- Prefer natural, green products

### Soccer Moms

**Household**  
Married Couples

**Housing**  
Single Family

37.0  
Median Age

\$90k  
Median Income

**Households: 3,541,300**

**Prof/Mgmt  
College Degree  
White**

- Go jogging, biking, golfing, boating
- Carry high level of debt
- Visit theme parks, zoos
- Shop, bank online
- Own 2+ vehicles (minivans, SUVs)

### Dorms to Diplomas

**Household**  
Nonfam HHs w/  
2+ Persons

**Housing**  
Multi-Unit Rentals

21.6  
Median Age

\$17k  
Median Income

**Households: 630,300**

**Students/Prof/Svcs  
College Degree  
White**

- Buy trendy clothes
- Carry credit card balance
- Eat frozen dinners, fast food
- Connect by cell phone
- Choose imported subcompact car

## GEOSOCIAL DATA

Spatial AI's Geosocial data helps us identify behaviors that are prominent in a neighborhood and use these insights to better inform our leasing strategy.

Spatial AI Geosocial Data separates social media posts into 70+ segments. Each segment highlights specific behaviors, attitudes, and activities along with potential impacts on retail.

### Top Segments

Segment	Percentile ▾	Positive POI Correlations
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Bookish	87	Libraries, Coffee Shops, Bookstores, American Restaurants, Breakfast & Brunch Spots
Hops & Brews	87	Breweries, Pubs, Pizza restaurants, American restaurants, German restaurants
LGBTQ Culture	87	Coffee shops, Breakfast & brunch restaurants, Wine bars, Vegetarian restaurants, Yoga studios
Deal Seekers	85	Nail salons, Fast food restaurants, Mobile phone stores, Department stores, Cosmetics

### Bottom Segments

Segment	Percentile ▲	Positive POI Correlations
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Smoke Culture	28	Quick services restaurants, Auto repair shops, Department stores, Mobile phone stores, Hookah bars
Engine Enthusiasts	29	Auto repair shops, Fast food restaurants, Car dealerships, Self storage, Mexican restaurants
Nerd Culture	44	Pizza restaurants, Universities, Arcades, Movie theaters, Libraries
Wine Lovers	44	Wine bars, Italian restaurants, French restaurants, Hair salons, Bakeries