

FOR **SALE**



— A —  
**ONCE-IN-A-LIFETIME OPPORTUNITY  
TO PURCHASE A HISTORIC LANDMARK  
AND ESTABLISHED RESTAURANT/  
HOSPITALITY BUSINESS**

*Michie*  
**TAVERN**

— BROUGHT TO YOU BY: —



**MACKENZIE**

COMMERCIAL REAL ESTATE SERVICES, LLC

**DOWNER & ASSOCIATES**

A COMMERCIAL REAL ESTATE COMPANY

## INTRODUCTION:

MacKenzie Commercial Real Estate Services is pleased to present the opportunity to acquire **Michie Tavern** – both the business and real estate – a historic landmark quietly nestled in the picturesque town of Charlottesville, Virginia.

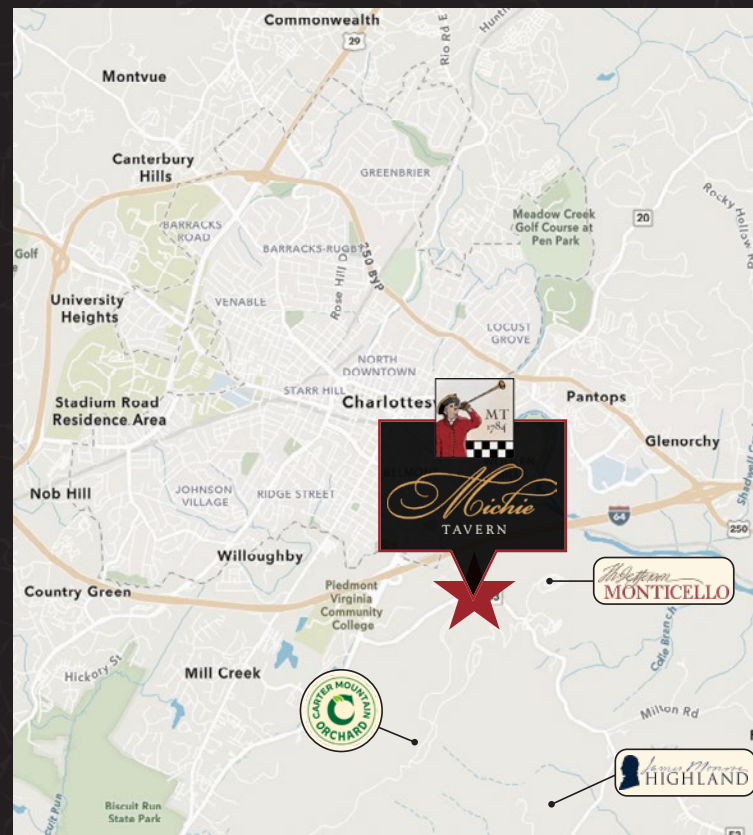
The sale of Michie Tavern offers a unique opportunity to acquire a property with significant historical value dating back to the 18th century in a highly desirable location. The listing comprises a 6.7 acre property that holds four (4) distinct buildings as well as a .7 acre lot utilized for private parking and a maintenance building located on Michie Tavern Lane. The **Tavern** boasts a fully operational restaurant that offers a taste of true southern hospitality while the **1784 Pub** serves local wines, beers, hard ciders and light food. Guests may also enjoy a relaxed shopping experience at the **Tavern Shop** and **General Store** – all distinct historic structures that provide a one-of-a-kind experience. This prestigious hospitality and retail venue has attracted Virginia residents and visitors and hosted special events for more than 200 years.

Michie Tavern boasts a strong and proven business model with multiple revenue streams, including its popular Southern fare dining and retail stores featuring unique gifts and souvenirs.

The business includes operational systems and established vendor relationships, providing a seamless turn-key operational transition for a new owner.

This opportunity offers the unique privilege of owning and preserving a significant piece of American history, appealing to buyers with a passion for heritage and hospitality.

## EXECUTIVE SUMMARY





## OFFERING OVERVIEW:

ADDRESS:	683 THOMAS JEFFERSON PKWY CHARLOTTESVILLE, VA 22902
SITE SIZE:	7.385 ACRES ± (6.709 AC ± + .676 AC ±)
BUILDING AREA:	22,148 SF ± (GROSS)
	RETAIL AREA: 17,310 SF ±
	EXHIBIT SPACE: 4,838 SF ±
YEAR BUILT:	1784+ (RENOVATIONS IN 2019)
SEATING:	340-SEAT CAPACITY
LICENSES:	ABC BEER + WINE
PARKING:	150 SPACES ±
ZONING:	RA (WITH SPECIAL USE PERMIT)
ANNUAL VISITORS:	100,000 ±

**Michie Tavern demonstrates a history of robust financial performance, with significant revenue generation and profitability.**

*Detailed financial information will be provided to qualified buyers upon execution of a confidentiality agreement.*

# AERIAL OVERVIEW

.676 AC ±

Abundant on-site parking (133 vehicles and 3 buses) and satellite parking for an additional 10 buses

SATELLITE PARKING / MAINTENANCE BLDG. | 1,500 SF

TAVERN / TAVERN SHOP / 1784 PUB | 11,934 SF

6.709 AC ±

PINEY RIVER CABIN

MEADOW RUN MILL & GENERAL STORE | 5,375 SF

SOWELL HOUSE





TAVERN / TAVERN SHOP / 1784 PUB | 11,934 SF

PROPERTY  
AT A GLANCE

## HIGHLIGHTS:

- Unique immersion into 18th-century life, housed in original structures with a long and documented history in the region
- Situated in close proximity to Thomas Jefferson's Monticello, the Tavern benefits from a consistent and high volume of tourist traffic
- Designated as Virginia Historic Landmark (1993)
- Nestled in the Blue Ridge Mountains, Michie Tavern plays a key role in the region's historical tourism landscape, benefiting from and contributing to the overall visitor experience
- Easy access to Route 29 and I-64 (Exit 121)



MEADOW RUN MILL & GENERAL STORE | 5,375 SF



WILL BENEFIT FROM INCREASED TRAFFIC DUE TO THE UPCOMING 250<sup>TH</sup> ANNIVERSARY OF THE DECLARATION OF INDEPENDENCE!



# THE TAVERN/ TAVERN SHOP

SIZE:

11,934 SF ±

INCLUDES ABC BEER + WINE LICENSE

Recognized as “Restaurant of the Year” in 2022 by Virginia Restaurant, Lodging and Travel Association, the **Tavern** provides an authentic 18th-century dining experience featuring a well-established and beloved menu of Southern comfort food served family style. The charming ambiance showcases original architectural elements and period décor, creating a distinct atmosphere.

High-volume seating capacity accommodates a large number of guests, especially during peak tourist seasons. The tavern is an ideal destination for group dining, catering effectively to special events, tour groups, families, and other large parties.

Strategically positioned within the main visitor flow and capturing a significant portion of the guests exploring the property looking for a memento during their visit is the **Tavern Shop**.

The shop offers a curated selection of gifts, souvenirs, and historically inspired merchandise that complements the 18th-century ambiance of Michie Tavern, featuring a variety of products that may include local artisan crafts, Virginia-made goods, and items specifically crafted for Michie Tavern.





## 1784 PUB

An 18th century-style pub in the oldest section of Michie Tavern, the **1784 Pub** offers a relaxed and historic atmosphere for guests – the perfect setting for a less formal and more social experience. The pub also serves as a natural gathering spot for guests visiting the Tavern or other nearby attractions, and currently features a selection of local and regional beverages, along with a lighter fare menu. Potential for evening service could be achieved by extending operating hours.







# MEADOW RUN MILL & GENERAL STORE

SIZE: 5,375 SF ±

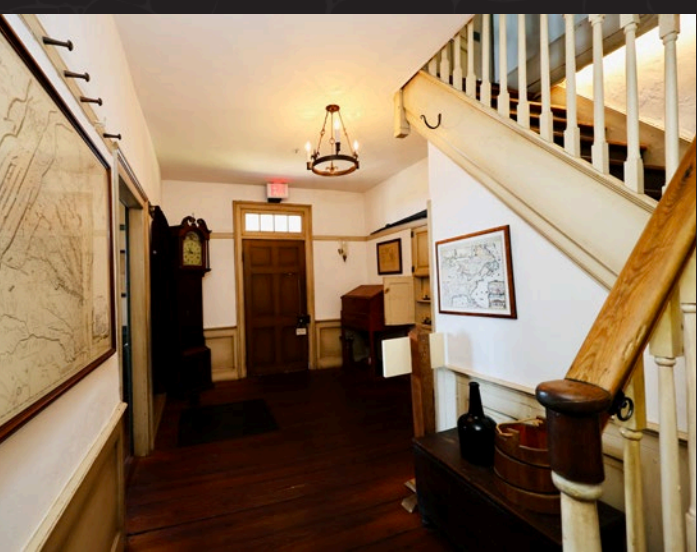
INCLUDES ABC BEER + WINE LICENSE (OFF PREMISES)

After a leisurely lunch, guests may enjoy a relaxing walk through the property's unique shops housed in restored period structures. In addition to the Tavern Shop (adjacent to the dining room and 1784 Pub in the main building), the **General Store**, housed within the **Meadow Run Grist Mill** (circa 1797) provides a one-of-a-kind shopping experience.

The attraction provides a tangible and visually compelling link to the past, differentiating Michie Tavern from other hospitality businesses and enhancing the authenticity of the visitor experience.

Along with the Tavern Shop, the General Store serves as the retail arm of the Michie Tavern experience. The two shops are designed to offer visitors a chance to purchase souvenirs, gifts, and historically themed items that allow them to take a piece of their visit home. A consistent and profitable retail revenue stream for Michie Tavern, The General Store offers a diverse range of historically themed merchandise, local crafts, artisan products and Virginia souvenirs not found elsewhere.





# CHARLOTTESVILLE, VIRGINIA

**Charlottesville** is a significant tourism hub, primarily driven by its rich history. Local attractions include Thomas Jefferson's Monticello, James Monroe's Highland and James Madison's Montpelier.

Millions of tourists visit the region annually, providing a substantial and reliable customer base for Michie Tavern. In recent years, direct visitor spending in Charlottesville and Albemarle County approached \$1 billion, indicating a robust tourism economy. Food and beverage rank as the highest category of visitor spending

Charlottesville frequently receives accolades as one of the best places to live in the United States, citing its quality of life, cultural amenities, and natural beauty. This positive reputation enhances its appeal as a tourist destination.

Situated centrally in Virginia, Charlottesville is easily accessible from major metropolitan areas and acts as a gateway to the Shenandoah Valley and Blue Ridge Mountains.

Charlottesville's reputation for its food, wine, and cultural events enhances its attractiveness as a destination, drawing visitors who are likely to seek out unique dining and retail experiences like those at Michie Tavern.

The city boasts a well-developed hospitality sector with numerous hotels, bed and breakfasts, and other amenities, facilitating tourism and providing a steady stream of customers for Michie Tavern.

Charlottesville is a key stop on various historical trails and itineraries, ensuring a steady flow of visitors interested in experiencing authentic historical sites like Michie Tavern. The city and surrounding Albemarle County attract millions of visitors annually, contributing significantly to the local economy. Michie Tavern benefits directly from this robust tourism market.



MONTICELLO



DOWNTOWN MALL



CARTER MOUNTAIN ORCHARD



JAMES MONROE'S HIGHLAND



UVA Health

DOWNTOWN CHARLOTTESVILLE MALL

- ting PAVILION
- JACK BROWN'S
- SOUTH STREET
- THE WHISKEY IRON JAR
- COMMON HOUSE
- MUDHOUSE
- JEFFERSON
- discovery
- VIOLET CROWN
- CHICKADEE
- ALLEY LIGHT
- THE SOUTHERN
- CB citizen burger
- PETA'S
- SOMBREROS
- otto
- Melting Pot
- THE NOOK
- PARAMOUNT
- CODE
- THE WICH LAB
- CVS
- TILMAN'S
- BIZOV
- Babodera
- MARIBETTE
- Hamiltons'
- Sultan Kebab
- THE BRADBURY

3-1/2 MILES



5th Street Station

- Wegmans
- ALAMO DRAFFHOUSE CINEMA
- SALLY BEAUTY
- rochling
- PETSMART
- Marshalls
- planet fitness
- DICK'S SPORTING GOODS
- AREPAS STEAKHOUSE
- Krispy Kreme
- DOLLAR TREE
- Panera BREAD
- TIMBERWOOD TAP HOUSE



Michie TAVERN



Monticello




James Monroe HIGHLAND



10 MILES

# MARKET AERIAL



Points of Interest:	Miles	
Monticello	1.2	3 min.
Carter Mountain Orchard	1.9	5 min.
James Monroe's Highland	3.6	7 min.
University of Virginia	6.2	8 min.
UVA Health University Hospital	4.4	12 min.
Charlottesville Albemarle Airport	16.3	25 min.
Cities:	Miles	
Charlottesville, VA	3.3	8 min.
Richmond, VA	74.1	1 hr. 15 min.
Blacksburg/Roanoke, VA	121.0	1 hr. 55 min.
Washington, DC	117.0	2 hrs. 20 min.
Norfolk, VA	171.0	2 hrs. 45 min.
Raleigh-Durham/Chapel Hill, NC	176.0	3 hrs. 10 min.

**Hollymead Town Center**

**Forest Lakes Shopping Center**

**Walmart sam's club**

**Rio Hill Center**

**Albemarle Square**

**Stonefield**

**Charlottesville Fashion Center**

**Barracks Road Shopping Center**

**Kroger**

**Seminole Square Shopping Center**

**Pantops Shopping Center**

**Rivanna Ridge Shopping Center**

**UNIVERSITY OF VIRGINIA**

**UVA Health**

**Michie TAVERN**

**SENTARA**

**5th Street Station**

**Goodwill**

**Carter Mountain Orchard**

**James Monroe's Highland**



# 2024 DEMOGRAPHICS

RADIUS:

1 MILE

3 MILES

5 MILES

## RESIDENTIAL POPULATION



2,764

49,600

96,034

## DAYTIME POPULATION



1,997

69,441

130,250

## AVERAGE HOUSEHOLD INCOME



\$91,755

\$111,742

\$118,000

## NUMBER OF HOUSEHOLDS



1,311

21,780

39,657

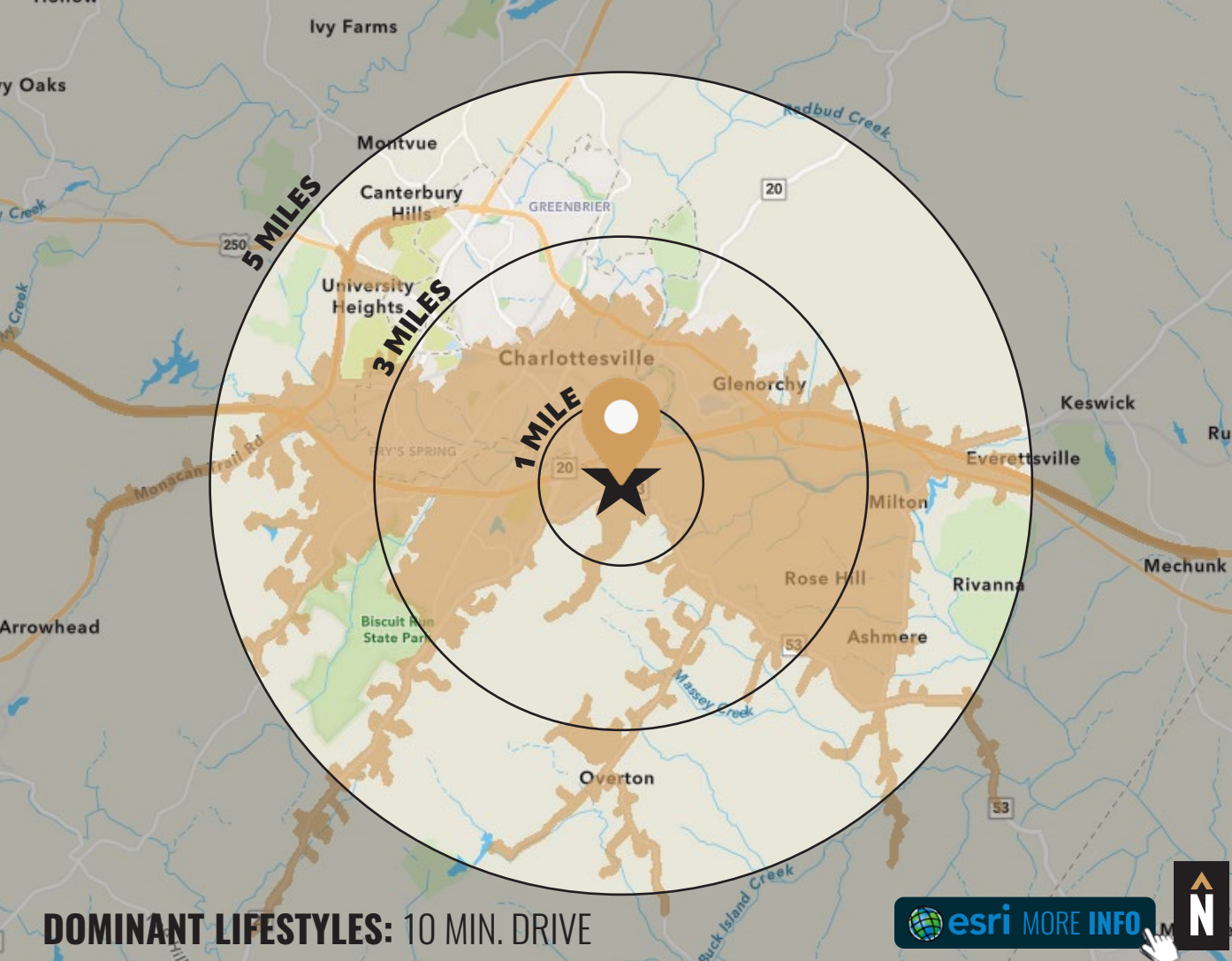
## MEDIAN AGE



37.0

32.2

32.0



**DOMINANT LIFESTYLES: 10 MIN. DRIVE**

[MORE INFO](#)



**28%**  
EMERALD CITY

**13%**  
COLLEGE TOWNS

**12%**  
METRO RENTERS

Well educated and well employed, half have a college degree and a professional occupation. Highly connected, they use the Internet for entertainment and environmentally friendly purchases.

This digitally engaged group uses computers and cell phones for all aspects of life, including shopping, school work, news, social media and entertainment. They also tend to splurge on the latest fashions.

The popularity of urban life continues to increase for these consumers in their late twenties and thirties. Residents spend a large portion of their wages on rent, clothes, and the latest technology.

Median Age: **37.4**  
Median Household Income: **\$59,200**

Median Age: **24.5**  
Median Household Income: **\$32,200**

Median Age: **32.5**  
Median Household Income: **\$67,000**

[FULL DEMOS REPORT](#)





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VISIT **PROPERTY PAGE** FOR MORE INFORMATION.

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