

Welcome to Midtown Row, Williamsburg's new city center; an experience-based retail, entertainment, and residential district.

# MIDTOWN ROW



DEVELOPMENT BY:

  
**BROAD STREET**

**Lamont**  
STREET  
PARTNERS

  
**BridgerCorp.com**

## PROJECT SUMMARY

Midtown Row, located at “Main and Main” in the heart of Williamsburg, Virginia, is a curated retail experience and residential district. The project includes restaurants, shops, apartments, entertainment, office space, as well as a village green featuring outdoor programming and community event space.

Adjacent to the historic campus of the College of William & Mary, less than a mile from Colonial Williamsburg, and less than 5 miles to other top tourist destinations like Jamestown, Yorktown, Busch Gardens and Water Country USA, Midtown Row is perfectly positioned to capture the interest of a growing population and the area’s more than six million annual visitors. As the new urban center of Williamsburg, Midtown Row has been designed to be a pedestrian and cycling friendly community.

MIDTOWN | ROW



## PROJECT HIGHLIGHTS

**Retail Space** — 233,047 SF total, including 56,243 SF of new retail and 176,804 SF of revitalized retail.

**Residential** — brand new accommodations for up to 628 residents.

**Office Space** — 6,319 SF premium office space.

**Streetscape Improvements** — proudly partnered with the City of Williamsburg to develop a \$3 million streetscape.

MIDTOWN | ROW



# DEMOGRAPHICS



- **Major Tourist Destination: 6 Million Visitors Annually**
- **Total Tourist Revenue in 2016: \$1.08 Billion (highest in 10 years)**
- **16,000 combined hotel rooms and timeshares**

1 MILE	
Estimated Population* (2017)	8,492
Population Growth 2010-2017	15.91%
Average Household Income	\$61,796
Total Housing Units (2017)	3,127
Daytime Population	18,437
Total Retail Expenditure	\$58.2M

3 MILES	
Estimated Population* (2017)	39,912
Population Growth 2010-2017	10.41%
Average Household Income	\$88,728
Total Housing Units (2017)	17,101
Daytime Population	49,836
Total Retail Expenditure	\$463M

5 MILES	
Estimated Population* (2017)	73,255
Population Growth 2010-2017	10.11%
Average Household Income	\$98,223
Total Housing Units (2017)	31,895
Daytime Population	77,901
Total Retail Expenditure	\$932M

\*Does not include the 8,700 undergrad and graduate students living on campus.

# AERIAL VIEW

Residents and visitors can enjoy Midtown Row's close proximity to Williamsburg's numerous historic and recreational destinations. Midtown Row is also within walking distance of the College of William & Mary's student population of 8,700.

Note: The Midtown Row site includes the former Williamsburg and Monticello Shopping Centers.

MIDTOWN ROW

Busch Gardens  
WaterCountry  
USA

*Colonial  
Williamsburg*

27,300  
VEHICLES  
PER DAY

RICHMOND ROAD

MONTICELLO AVE

MIDTOWN ROW

WILLIAM  
& MARY



# SITE PLAN

## Residential

- 330,000 SF total
- 240 units, up to 628 residents
- Five stories with ground-level retail

## Retail

- 233,047 SF total
- 56,243 SF new space
- 176,804 SF redeveloped space

## Office Space

- 6,319 SF premium offices
- Located on 1st floor of Building 1

# MIDTOWN ROW



## BUILDINGS/AREAS

1	Residential/Amenities/Office (1,911 SF Available Retail, 6,319 Available Office)
2	Residential (10,982 SF Available Retail)
3	Residential (20,085 SF Available Retail)
4	Residential (23,265 SF Available Retail)
5	Future Development Opportunity
6	The Meadows Custard & Cafe (2,110 SF)
7	ABC Store/Sal's by Victor/Marshall's (34,319 SF Leased Retail, 6,599 SF Available Retail)
8	Food Lion (32,500 SF)
9	Available Retail (20,797 SF)
10	Former Monticello Shopping Center (56,874 Leased Retail, 22,859 SF Available Retail)
11	Parking Garage
12	Village Green

# BUILDING 10

Formerly the Monticello Shopping Center, Building 10 is anchored by Earth Fare, the region's first organic grocer. Earth Fare opened in June 2018.

## Improvements Include:

- New façades and storefronts
- Parking lot renovations include lighting, asphalt replacement and landscaping
- New monument signs
- Roof replacement

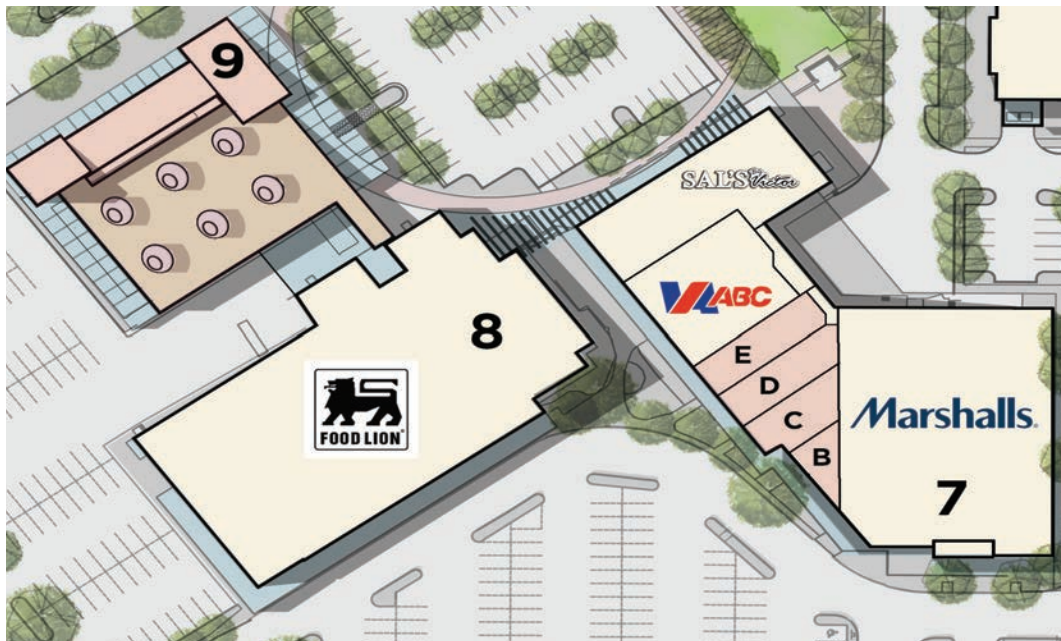


UNIT	SIZE	TENANT
Units A/B	22,000 SF	Available
Unit C1	859 SF	Available
Unit C2	1,365 SF	9Round
Units D/E	3,675 SF	Soaps & Suds
Units F/G	17,107 SF	Ace Hardware
Unit H	24,042 SF	Earth Fare
Unit J	3,135 SF	Nawab Cuisine
Unit K	1,050 SF	City Nails
Unit L	1,000 SF	Great Clips
Unit M	2,929 SF	Bonanza Social Kitchen
Unit N	2,571 SF	Fedex

## BUILDINGS 7-9

Formerly the Williamsburg Shopping Center, Buildings 7-9 are undergoing significant renovations, delivering in 1st Quarter 2019.

MIDTOWN  ROW



BUILDING SUMMARY		
BUILDING	SIZE	TENANT
7	40,918 SF	Multi-tenanted
8	32,500 SF	Food Lion
9	20,797 SF	Available

BUILDING 7		
UNIT	SIZE	TENANT
Unit A	21,834 SF	Marshalls
Unit B	1,095 SF	Available
Unit C	1,721 SF	Available
Unit D	1,869 SF	Available
Unit E	1,914 SF	Available
Unit F	5,808 SF	VA ABC
Unit G	6,677 SF	Sal's by Victor



Midtown Row, the Gateway to Williamsburg, Virginia,  
connecting residents, students and tourists, delivering 2018-2020.



# MIDTOWN | ROW



Broad Street Realty, LLC  
7250 Woodmont Ave., Ste 350  
Bethesda, MD 20814  
www.broadstreetllc.net



[www.midtownrowwilliamsburg.com](http://www.midtownrowwilliamsburg.com)

WASHINGTON, DC | MARYLAND | VIRGINIA | COLORADO

## CONTACTS

Michael Spector  
Vice President of Retail Leasing  
O: 301.828.1214 C: 215.873.7238  
[mspector@broadstreetllc.net](mailto:mspector@broadstreetllc.net)

Emily Heppen  
Retail Leasing Associate  
O: 301.828.1230 C: 301.775.3796  
[ehuppen@broadstreetllc.net](mailto:ehuppen@broadstreetllc.net)