

MIDTOWN ROW





MIDTOWN ROW

- Gateway to Williamsburg:
 - Adjacent to the College of William & Mary
 - Within 1 mile of Colonial Williamsburg and Merchant's Square.
 - Proximity to Simon Outlets, Busch Gardens, Water Country and part of the Historic Triangle.
 - Main & Main and unbeatable visibility (27,300 VPD)
- Extension of William & Mary campus and the center of retail & entertainment experience for the college.
- 240 apartments with 624 residents.
- National Anchors: Earth Fare, Food Lion, Marshalls and Ace Hardware.
- Legacy restaurants achieving in excess of \$650 psf in annual sales.
- New Class A retail hub to host unique activations and entertainment plus community programs consistently all year round.

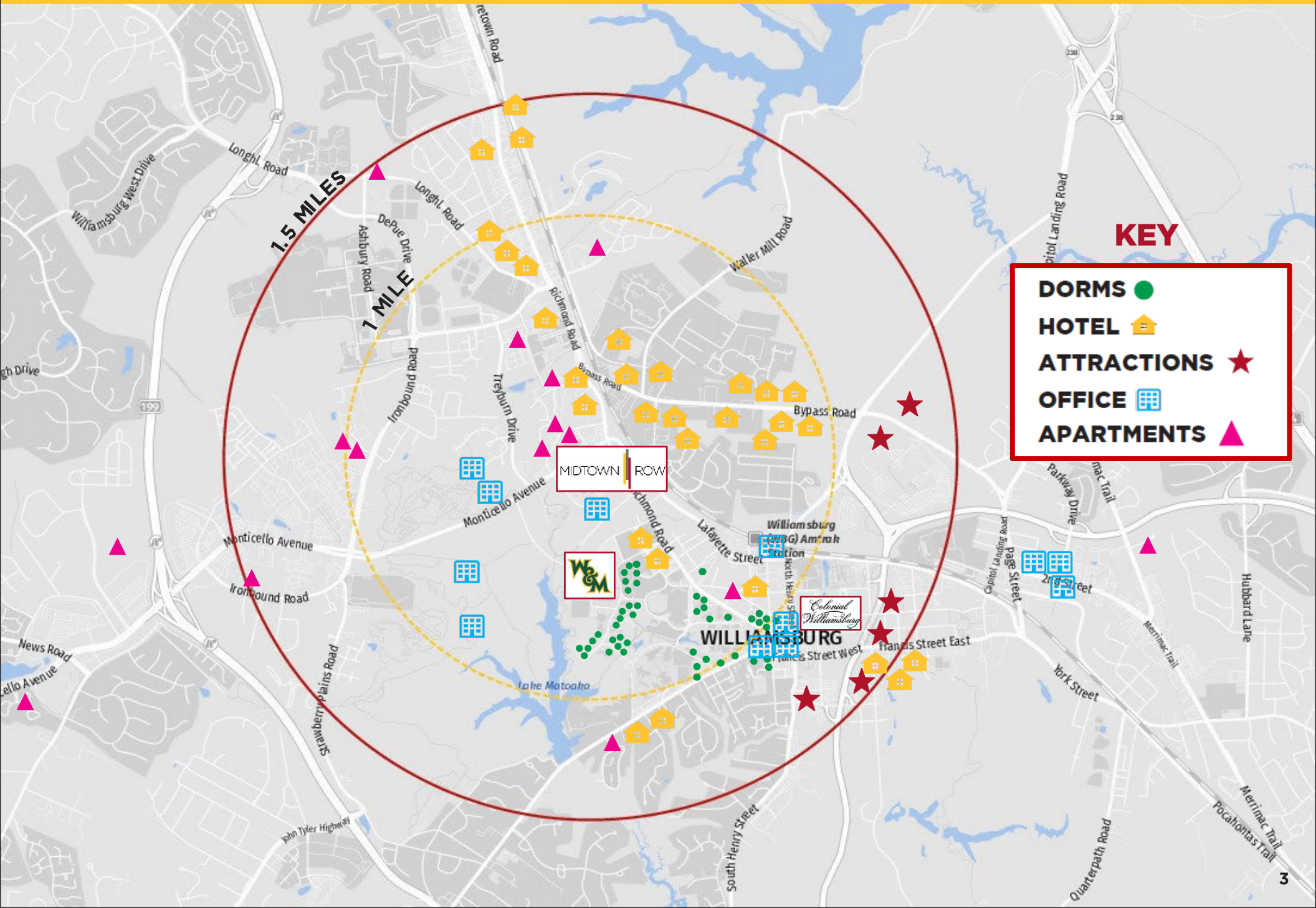


REGIONAL

- 6+ million annual visitors to the region
- \$1.3B+ annual tourism expenditures.
- 4 seasons market due to the college population and tourism.
- Over 900 hotel rooms per 10,000 people or 6 times the national average including timeshares.
- 39,000 daytime employees within 3 miles, major employers include:
- City of Williamsburg, College of William & Mary, Colonial Williamsburg, Anheuser Busch, CIA, Fort Eustis and Newport News Shipbuilding. 5 of the top 10 employers in the area are within a 15 min drive.

WILLIAMSBURG

- Part of the greater Hampton Roads MSA, 33rd largest MSA (1.7 million people) in the US includes Newport News, Norfolk, Chesapeake, Portsmouth, Suffolk, Hampton and Virginia Beach.
- Economic Development Alliance and City of Williamsburg tax benefits and incentives available.

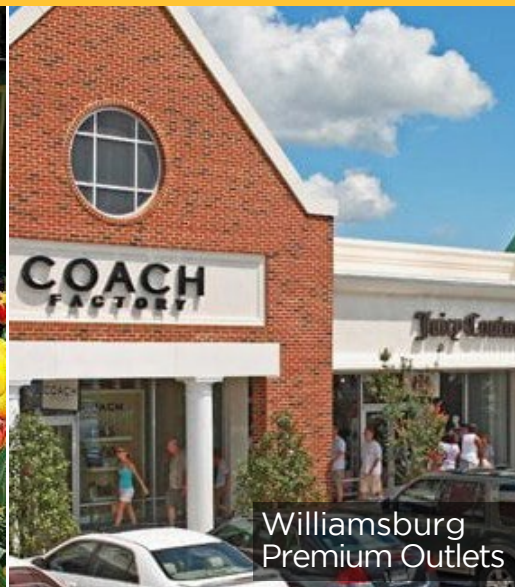
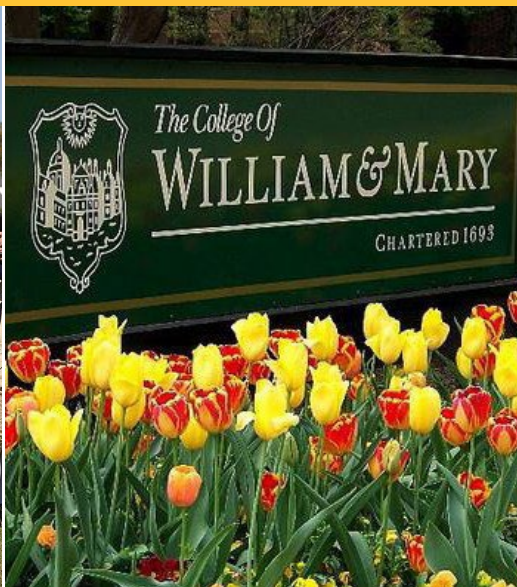


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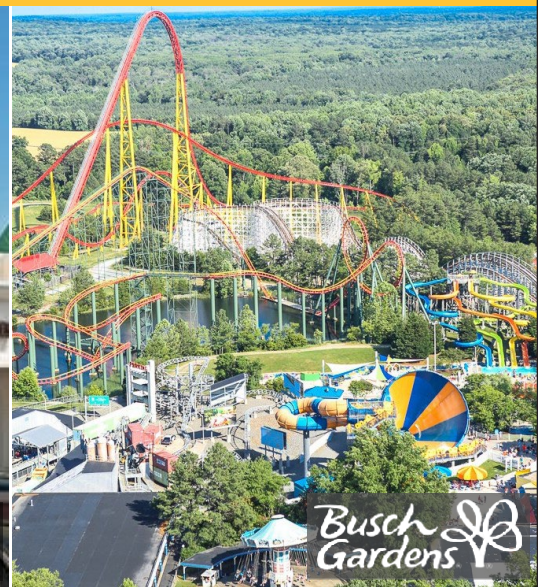
- DORMS** ●
- HOTEL** 🏠
- ATTRACTIONS** ★
- OFFICE** 🏢
- APARTMENTS** ▲



Colonial Williamsburg



Williamsburg Premium Outlets



Busch Gardens

WILLIAMSBURG COMMUNITY & TOURIST DATA

- Large presence of the Department of Defense, the student body at the College of William & Mary, and the 5 million plus annual visitors to the region
- 5 million+ visitors annually, generating revenues of more than \$1.25 billion
- 8,000 area timeshares which are historically 95% occupied, largely by DoD employees coming to work at Camp Peary
- 9,571 students at the College of William & Mary makes a large contribution to the percentage sales of Midtown Row
- 43,000 daytime DoD and CIA employees working at Camp Peary 4 miles away who live year-round on base
- Hampton Roads MSA, which has 1.8 million people and additional military operations include Naval Weapons Station Yorktown, Joint Bases Langley-Eustis, Naval Station Norfolk, Naval Station Oceana, and others, increasing the population by an additional 200K people.

1 MILE

Estimated Population* (2023)	7,972
Population Growth 2023-2028	7.11%
Average Household Income	\$82,727
Total Housing Units (2023)	1,557
Daytime Population	42,592
Total Retail Expenditure	\$85M
Daytime Employees	42,592

3 MILE

Estimated Population* (2023)	42,689
Population Growth 2023-2028	4.29%
Average Household Income	\$101,786
Total Housing Units (2023)	10,268
Daytime Population	68,645
Total Retail Expenditure	\$556M
Daytime Employees	68,645

5 MILE

Estimated Population* (2023)	79,872
Population Growth 2023-2028	4.38%
Average Household Income	\$109,151
Total Housing Units (2023)	22,453
Daytime Population	83,695
Total Retail Expenditure	\$1.1B
Daytime Employees	91,858

THE CURRENT AT MIDTOWN

www.currentmidtown.com

MIDTOWN ROW



The Current Midtown are the newest apartments in Williamsburg, VA. The building offers 240 units accommodating up to 624 residents and fully leased through 2024.





BUILDINGS 1-4		
SUITE	SIZE	TENANT
BUILDING 1		
1101	8,186 SF	AVAILABLE
BUILDING 2		
2101	2,000 SF	Grit Coffee
2103	1,342 SF	AVAILABLE
2105	1,976 SF	Pedego
2107	648 SF	Insomnia Cookies
2109	854 SF	House of Seven
2111 - 2113	4,808 SF	AVAILABLE
BUILDING 3		
3101	2,095 SF	AVAILABLE
3103	1,798 SF	AVAILABLE
3105	1,201 SF	AVAILABLE
3107	1,718 SF	AVAILABLE
3109	1,930 SF	AVAILABLE
3111	2,208 SF	AVAILABLE
3113	1,986 SF	Salon Seven
3115	2,477 SF	AVAILABLE
3117	1,746 SF	AVAILABLE
3119	3,194 SF	Super Chix
BUILDING 4		
4101	2,759 SF	AVAILABLE
4103	944 SF	AVAILABLE
4105	1,674 SF	AVAILABLE
4107-4109	2,082 SF	Juicing Life Bar
4111	1,239 SF	AVAILABLE
4113	4,114 SF	AVAILABLE
4111-4113	5,352 SF	AVAILABLE
4115	2,364 SF	California Tortilla
4117	1,329 SF	Made Co.
4119	3,004 SF	AVAILABLE
4121	2,065 SF	AVAILABLE
4123	2,118 SF	Mezeh

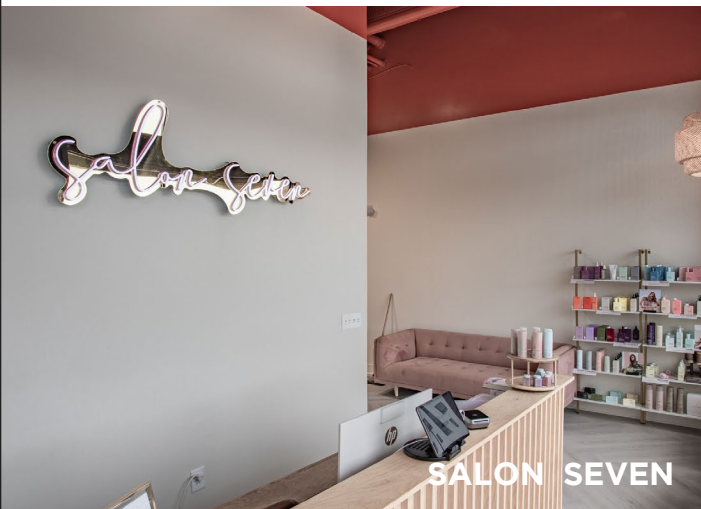
BUILDINGS 6-9		
BUILDING UNIT	SIZE	TENANT
BUILDING 6 6A	2,100 SF	Meadows
BUILDING 7 7A	21,858 SF	Marshall's
BUILDING 7 7B	1,572 SF	Queen Nails & Spa
BUILDING 7 7C	2,732 SF	AVAILABLE
BUILDING 7 7D	2,043 SF	Tiny Textures
BUILDING 7 7E	1,970 SF	AT LEASE
BUILDING 7 7F	5,808 SF	VA ABC
BUILDING 7 7G	6,677 SF	Sal's By Victor
BUILDING 8	32,500 SF	Food Lion
BUILDING 9 9B	6,637 SF	AT LEASE
BUILDING 9 9A	11,548 SF	Riverside

BUILDING 10		
UNIT	SIZE	TENANT
220A Lower Level	17,292 SF	AVAILABLE
220A Ground Level	2,044 SF	AVAILABLE
220B Ground Level	2,644 SF	AVAILABLE
218B	1,187 SF	Tiny Textures
218A	1,365 SF	AVAILABLE
214	4,070 SF	AVAILABLE
210	17,163 SF	Ace Hardware
208	24,016 SF	Earth Fare
204	3,150 SF	Amiraj
202B	998 SF	City Nails
202A	1,000 SF	Great Clips
200B	2,929 SF	Bonanza Social Kitchen
200A	2,571 SF	Fedex
PAD SITE	PAD SITE	Rita's

Midtown Row's merchandising strategy is a highly curated mix of food & beverage and retail tenants complementing a unique vision and experience.

RETAIL DRIVERS INCLUDE:

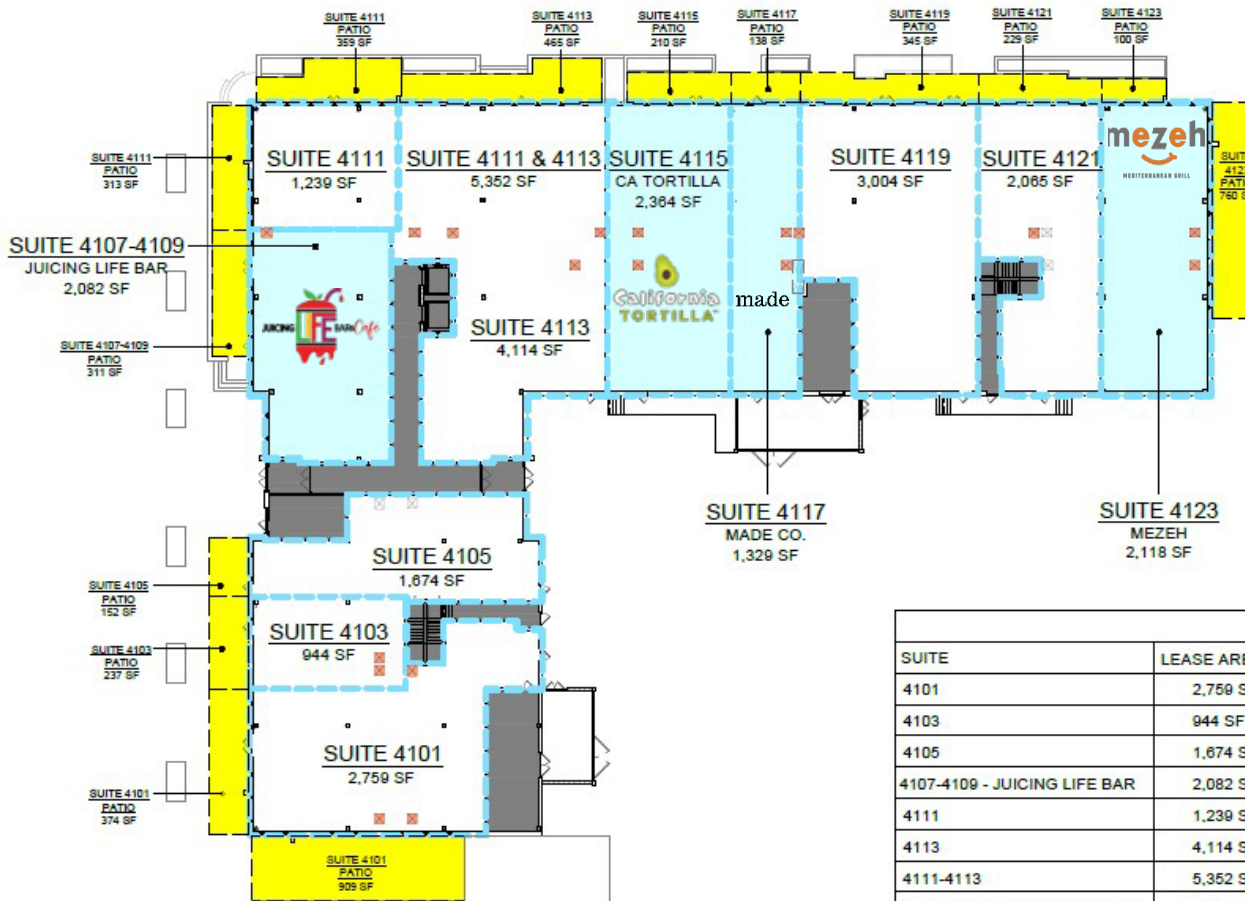
CHEF-DRIVEN RESTAURANTS | HIGHEST QUALITY RETAIL | AUTHENTIC EXPERIENCE
LOCAL/REGIONAL OPERATORS | ARTISAN & CRAFT MAKERS | NEIGHBORHOOD CONVENIENCE
RELEVANT & HIP OFFERINGS | NICHE AND INTENTIONAL RETAIL | SELECT NATIONAL RETAILERS



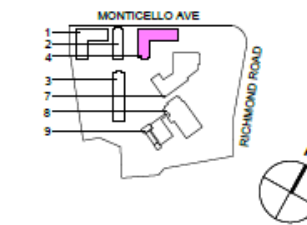
RETAIL PLAN BUILDING 4

KEY:

- Executed Lease**
- LOI**
- At Lease**



KEY PLAN



LEGEND

- DEMISING WALL
- PROPERTY LINE
- OUTDOOR PATIO
- NON-RETAIL BASE BUILDING
- MEASURING LINE FOR AREA
- KITCHEN EXHAUST DUCT CHASE
- RESIDENTIAL EXHAUST DUCT CHASE
- LEASED SPACE

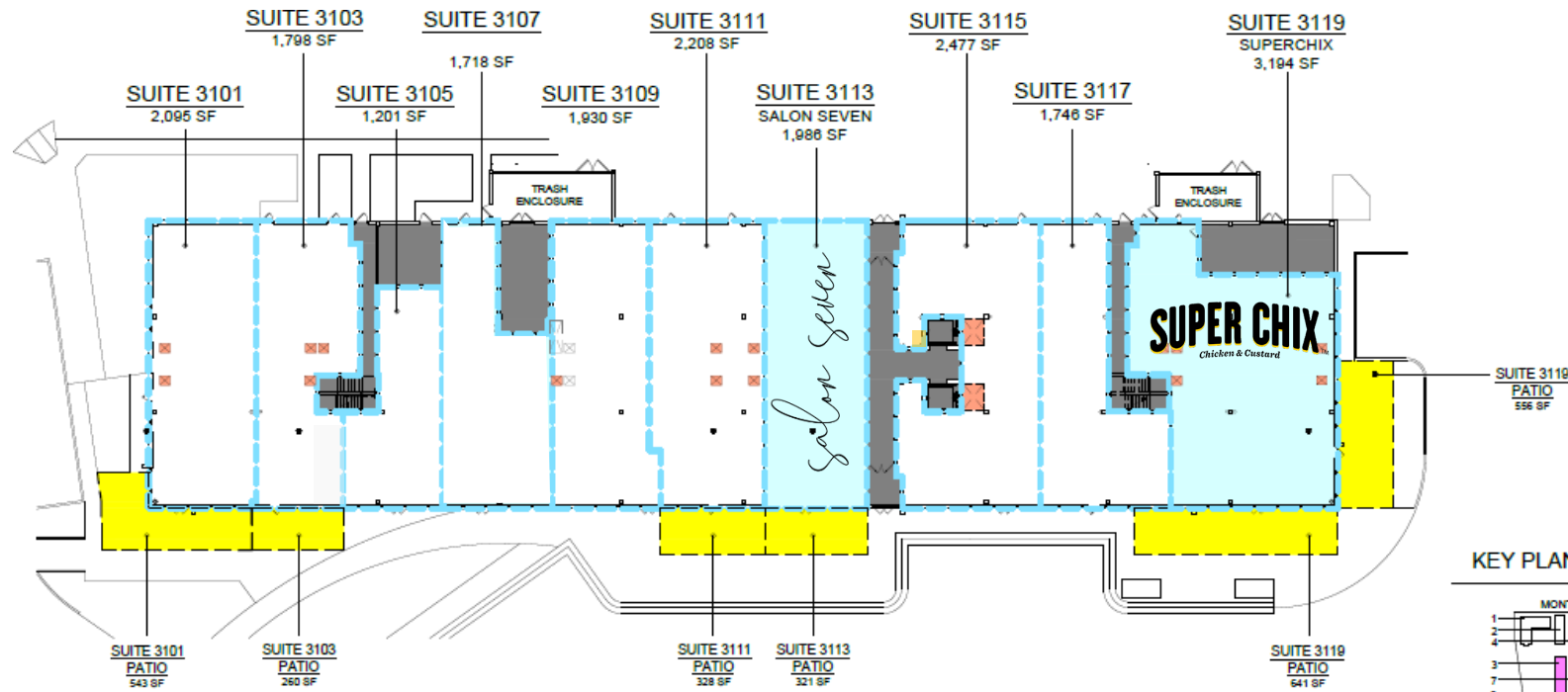
NOTE: ALL SHAFTS ARE V.I.F.

BUILDING 4

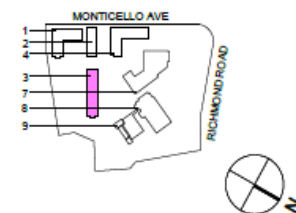
SUITE	LEASE AREA (SF)	PATIO AREA (SF)	STREET FRONTAGE	CLEAR HEIGHT	KITCHEN EXHAUST
4101	2,759 SF	1,657 SF	37'-1"	18'-6"	YES
4103	944 SF	237 SF	23'-7"	18'-6"	YES
4105	1,874 SF	152 SF	15'-4"	18'-6"	NO
4107-4109 - JUICING LIFE BAR	2,082 SF	311 SF	58'-0"	17'-1"	YES
4111	1,239 SF	672 SF	70'-7"	17'-1"	NO
4113	4,114 SF	465 SF	53'-4"	17'-1"	YES
4111-4113	5,352 SF	1,137 SF	123'-11"	17'-1"	YES
4115 - CALIFORNIA TORTILLA	2,364 SF	210 SF	31'-7"	14'-6"	YES
4117 - MADE CO.	1,329 SF	138 SF	17'-9"	14'-6"	YES
4119	3,004 SF	345 SF	49'-8"	14'-6"	NO
4121	2,085 SF	229 SF	31'-5"	14'-6"	YES
4123 - MEZEH	2,118 SF	760 SF	59'-5"	14'-6"	YES

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KEY PLAN



LEGEND

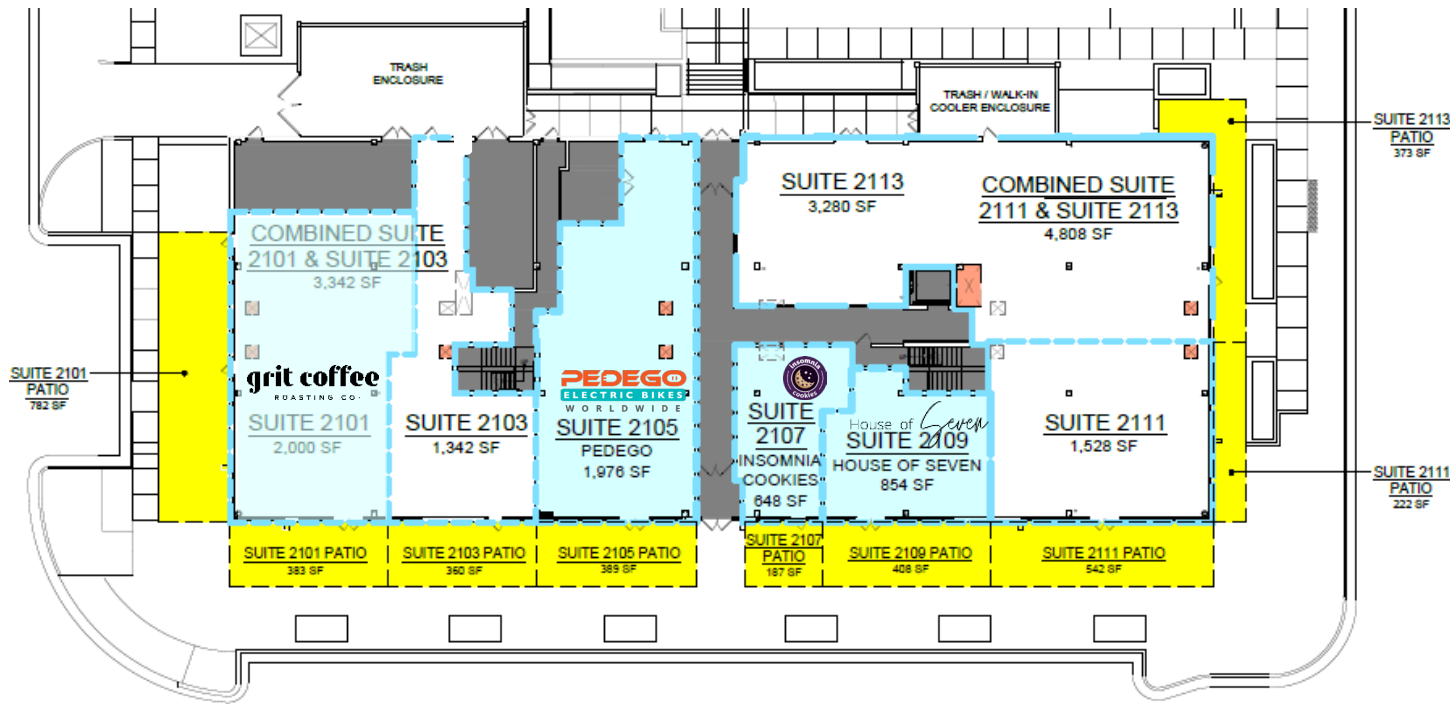
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BUILDING 3					
SUITE	LEASE AREA (SF)	PATIO AREA (SF)	STREET FRONTAGE	CLEAR HEIGHT	KITCHEN EXHAUST
3101	2,095 SF	543 SF	28'-2"	17'-0"	YES
3103	1,798 SF	260 SF	24'-0"	17'-0"	YES
3105	1,201 SF	N/A	25'-11"	17'-0"	NO
3107	1,718 SF	N/A	28'-8"	17'-0"	NO
3109	1,930 SF	N/A	28'-2"	17'-0"	NO
3111	2,208 SF	328 SF	27'-1"	17'-0"	YES
3113 - SALON SEVEN	1,986 SF	321 SF	28'-7"	17'-0"	NO
3115	2,477 SF	N/A	35'-3"	17'-0"	YES
3117	1,746 SF	N/A	34'-0"	17'-0"	NO
3119 - SUPERCHIX	3,194 SF	1,198 SF	43'-0"	17'-0"	YES

KEY:

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- LOI
- At Lease

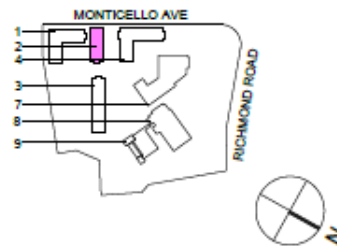


LEGEND

- DEMISING WALL
- PROPERTY LINE
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- MEASURING LINE FOR AREA
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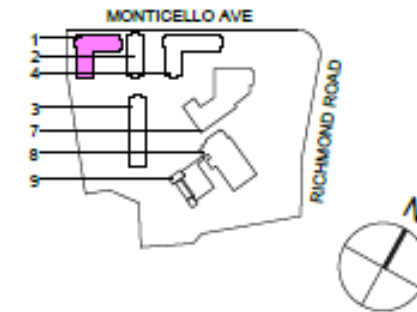


BUILDING 2

SUITE	LEASE AREA (SF)	PATIO AREA (SF)	STREET FRONTAGE	CLEAR HEIGHT	KITCHEN EXHAUST
2101 - GRIT COFFEE	2,000 SF	1,165 SF	30'-8"	17'-0"	YES
2103	1,342 SF	360 SF	28'-11"	17'-0"	NO
2105 - PEDEGO	1,976 SF	389 SF	31'-2"	17'-0"	NO
2107 - INSOMNIA COOKIES	648 SF	187 SF	15'-0"	17'-0"	NO
2109 - HOUSE OF SEVEN	854 SF	408 SF	32'-8"	17'-0"	NO
2111	3,080 SF	764 SF	67'-6"	17'-0"	YES
2113	1,728 SF	373 SF	30'-4"	17'-0"	YES



KEY PLAN



LEGEND

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BUILDING 1					
SUITE	LEASE AREA (SF)	PATIO AREA (SF)	STREET FRONTAGE	CLEAR HEIGHT	KITCHEN EXHAUST
1101	8,186 SF	1,280 SF	113'-0"	13'-1"	YES



The remaining buildings comprising the former Williamsburg Shopping Center are undergoing significant renovations. Building 7 was significantly renovated ahead of Marshalls opening in the summer of 2019, with more renovations expected for the remaining canopy of Building 7 as well as Building 8 and 9.



BUILDING	SIZE	TENANT
7	42,636 SF	Multi-tenanted
8	32,500 SF	Food Lion
9B	6,637 SF	At Lease
9A	11,548 SF	Riverside

UNIT	SIZE	TENANT
Unit 6A	2,100 SF	Meadows
Unit 7A	21,858 SF	Marshalls
Unit 7B	1,572 SF	Queen Nails & Spa
Unit 7C	2,732 SF	Available
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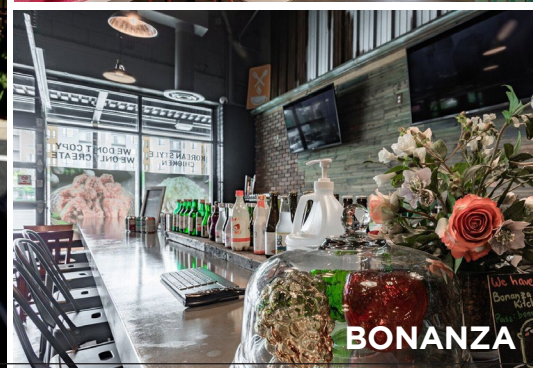
Approximately 23,000 SF Divisible
Entertainment | Recreation | Retail

UNIT 220A
19,956 SF
AVAILABLE

UNIT 220B
2,644 SF
AVAILABLE

UNIT 218A
1,365 SF
AVAILABLE

UNIT 214
4,070 SF
AVAILABLE

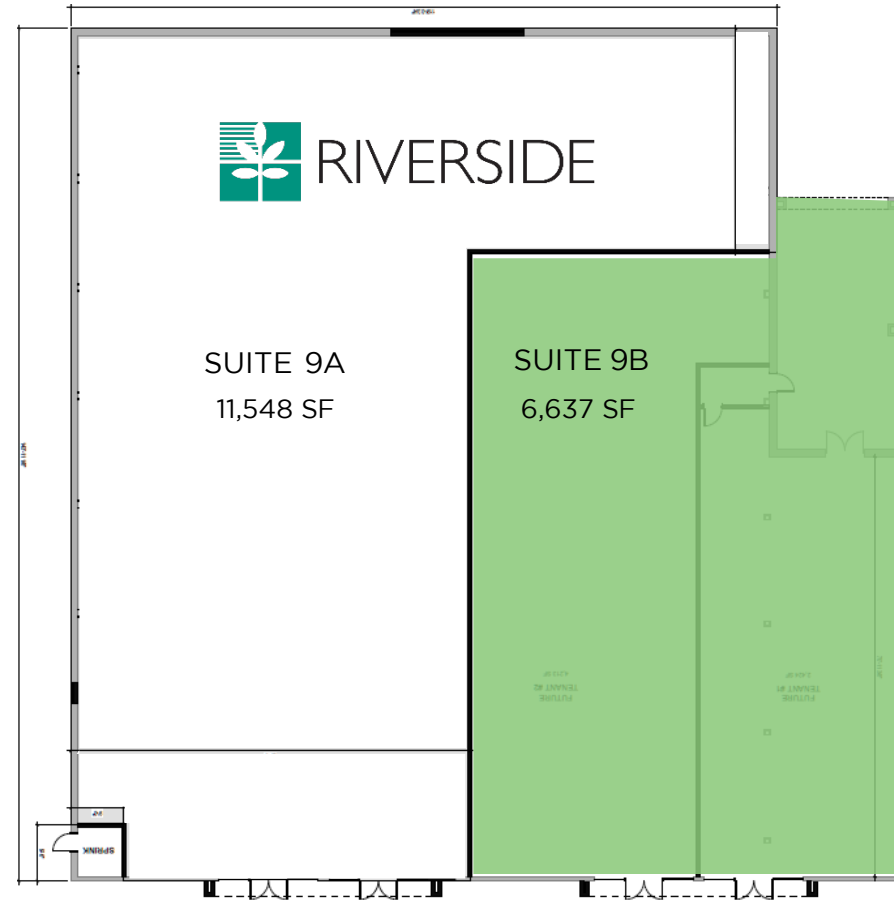


UNIT	SIZE	TENANT
Unit 220A Lower Level	17,292 SF	Available
Unit 220A Ground Level	2,044 SF	Available
Unit 220B Ground Level	2,644 SF	Available
Unit 218B	1,187 SF	Tiny Textures
Unit 218A	1,365 SF	Available
Unit 214	4,070 SF	Available
Unit 210	17,163 SF	Ace Hardware
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Unit 200A	2,571 SF	Fedex
PAD SITE	PAD SITE	Rita's



KEY:

At Lease



Riverside Now Open!

Our onsite Marketing Manager enables cross promotion to the extended Williamsburg community by:

- Organize and implement a comprehensive events calendar all year-round utilizing green space, the stage, and common areas.
- Develop and execute a comprehensive marketing plan for the project in coordination with individual retailers. Emphasis is on cross marketing throughout the project and the extended community.
- Follow and monitor local events and activities with an eye towards identifying opportunities to promote Midtown Row and its retailers while connecting with the community.
- Manage unique marketing programs in both traditional and digital mediums, i.e, print, advertising, personal relationships, project website, and social media.
- Quarterly Town Hall Meetings: Allowing retailers access to other retailers and residential and property managers within the project.



Shredding Party

Free Community Shredding Event

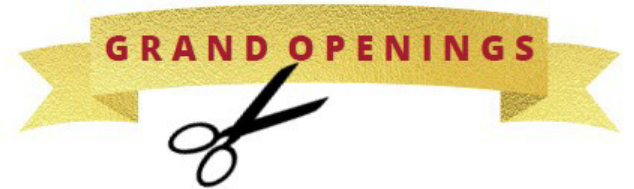
March 2023



Yoga On The Green

Free Yoga Session On the Village Green

May 2023



Assistance with businesses Grand Openings

Throughout the Year



Dog Park Event

June 2023



Community & Charity Events

Throughout the Year



Pop-Up Markets

Spring & Fall 2023

MUSIC IN MIDTOWN

Free Monthly Concerts on the Village Green Stage

May-September 2023



Christmas Event

Santa, Hot Chocolate, Live Entertainment

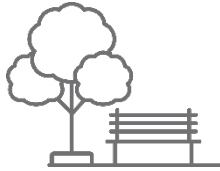
December 2023

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[Midtown Row Website](#)



[Village Green Cam](#)



[The Current Residential](#)



[Williamsburg Economic Development](#)



[Broad Street Realty, Inc.](#)



FOLLOW MIDTOWN ROW:



The gateway to Williamsburg, Virginia, connecting residents, the community, students and tourists.

MIDTOWN ROW



LEASING



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