


BROAD STREET

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.





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MIDTOWN ROW HIGHLIGHTS

DEMOS & SURROUNDING AREA

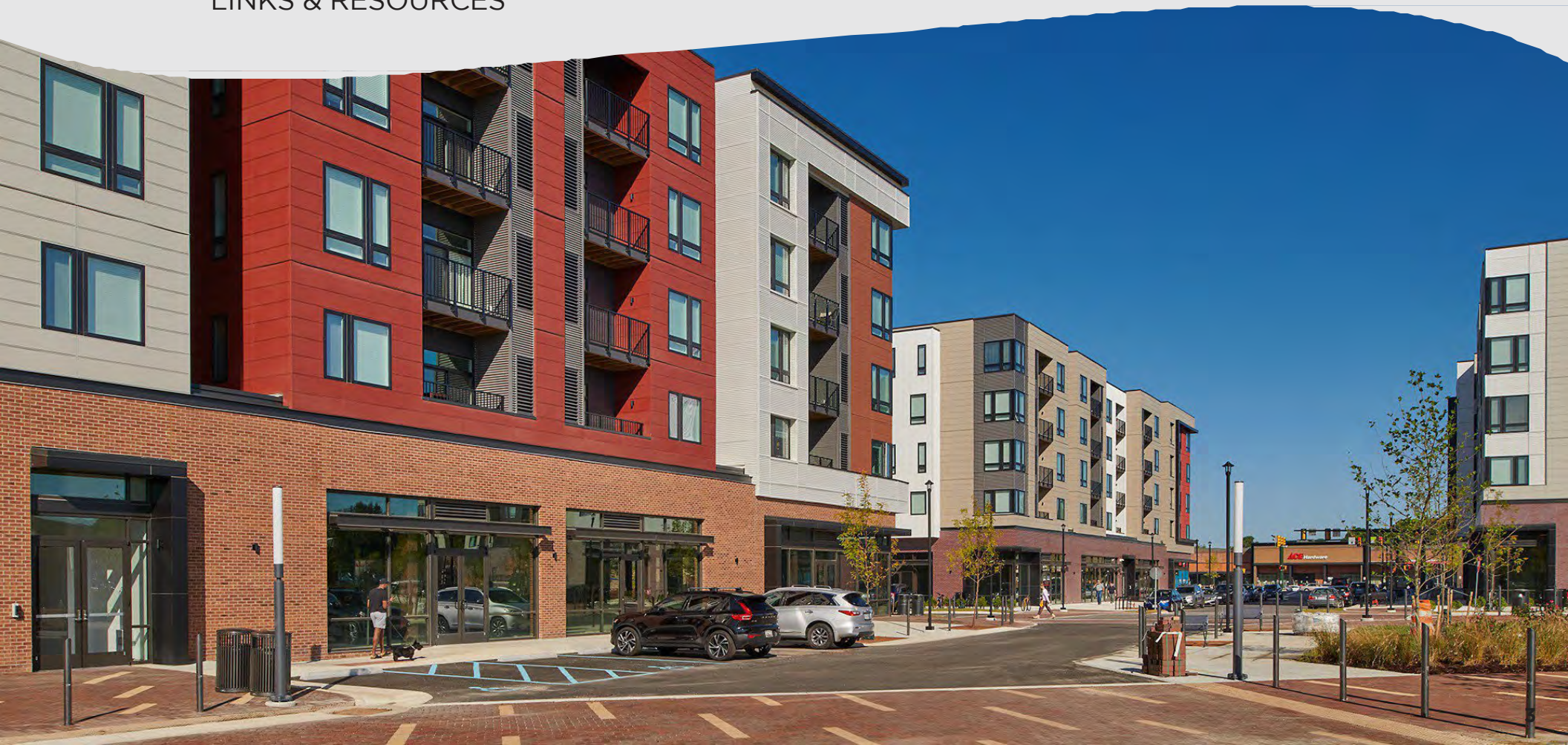
PHOTOS & PLANS

MERCHANDISING MIX

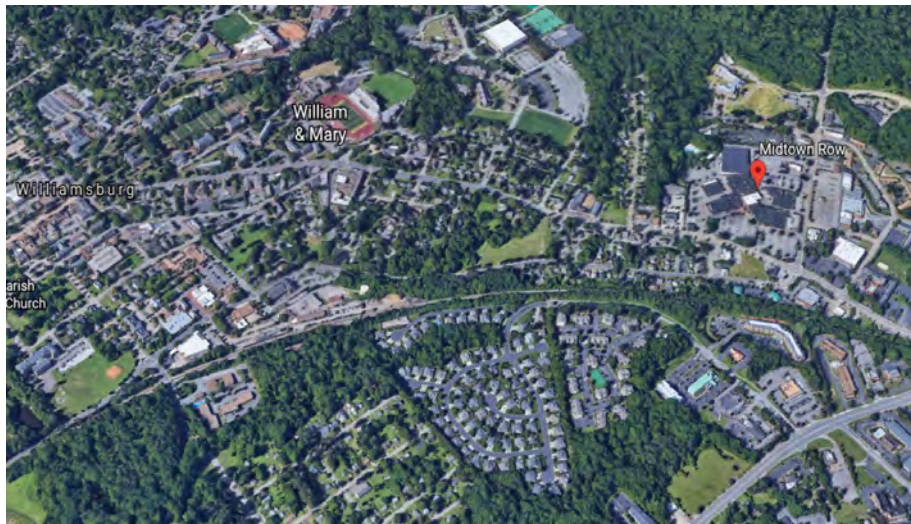
OWNERSHIP VISION & PARTNERSHIP

ON-SITE MARKETING & EVENTS CALENDAR

LINKS & RESOURCES



PROJECT AND MARKET HIGHLIGHTS



MIDTOWN ROW

- Gateway to Williamsburg:
 - Adjacent to the College of W&M.
 - 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 (27,300VPD)
- Extension of William & Mary campus and the center of retail & entertainment experience for the university.
- 240 apartments with 624 residents.
- National Anchors: Earth Fare, Food Lion, Marshalls and Ace Hardware. Strong Leasing momentum with Matchsticks BBQ, Salon Seven, Mezeh, made, Pedego, Riverside Health, and Juicing Life Bar & Café recently executed.
- 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

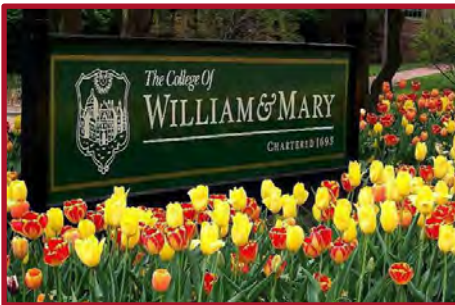
- 6+ million annual visitors to the region.
- \$1.25B+ annual tourism expenditures.
- 4 seasons market due to the college population and tourism.
- Over 900 rooms per 10,000 people or 6 times the national average including timeshares.
- 39,000 daytime employees within 3 miles, major employers include:
- 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.

DEMOGRAPHICS

MIDTOWN | ROW



- Major Tourist Destination: 6 Million+ Visitors Annually
- Total Tourist Revenue in 2019: \$1.25 Billion
- 16,000 combined hotel rooms and timeshares

1 MILE	
Population* (2022)	7,419
Population Growth 2010-2022	2.8%
Average Household Income	\$77,408
Total Housing Units (2022)	1,493
Daytime Population	10,649
Total Retail Expenditure	\$77M

3 MILES	
Population* (2022)	36,760
Population Growth 2010-2022	1.2%
Average Household Income	\$81,661
Total Housing Units (2022)	10,288
Daytime Population	66,425
Total Retail Expenditure	\$554M

5 MILES	
Population* (2022)	78,076
Population Growth 2010-2022	1.2%
Average Household Income	\$89,855
Total Housing Units (2022)	22,364
Daytime Population	85,557
Total Retail Expenditure	\$1.1B

***Does not include the 8,950 undergrad and graduate students living on campus.**

AERIAL VIEW

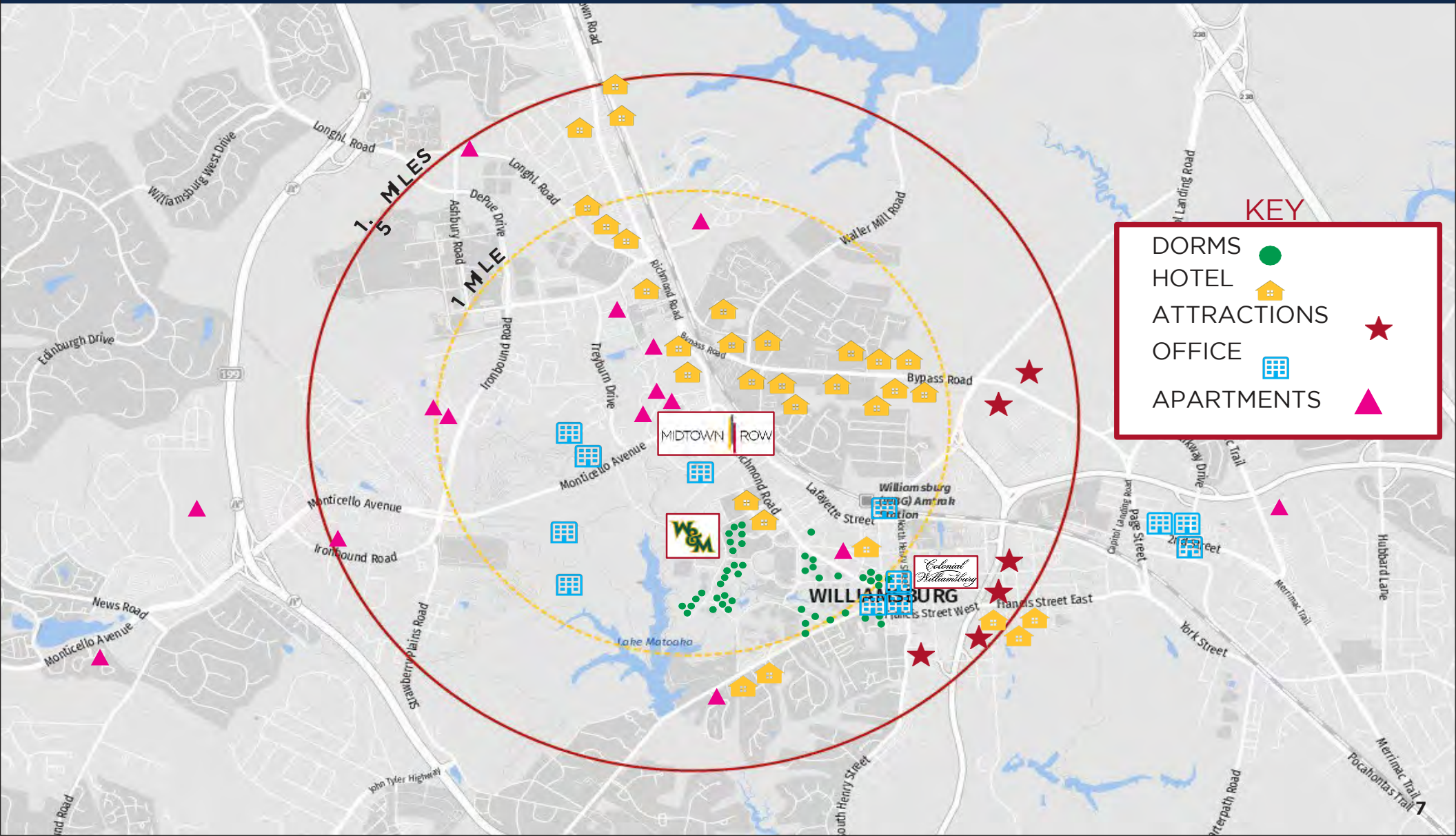
Residents and visitors can enjoy Midtown Row's close proximity to Williamsburg's numerous historic and recreational destinations. Midtown Row is also within walking distance of the College of William & Mary's student population of 8,950.



AMENITY MAP

The majority of William & Mary's student housing is located well within 1 mile of Midtown Row. Additionally, several offices and hotels are located within walking distance of the property. Walking and bike trails will make Midtown Row especially accessible to the surrounding community.

MIDTOWN ROW

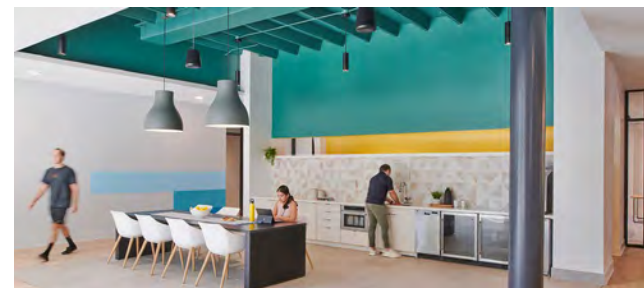


THE CURRENT AT MIDTOWN ROW

The Current at Midtown Row are the newest apartments in Williamsburg, VA. The building offers 240 units accommodating up to 624 residents. Current Midtown apartments are fully leased for 2022-2023!



Visit The Current website here: www.currentmidtown.com



SITE PLAN

Residential

- 330,000 SF total
- 240 units, up to 624 residents
- Five stories with ground-floor retail

Retail

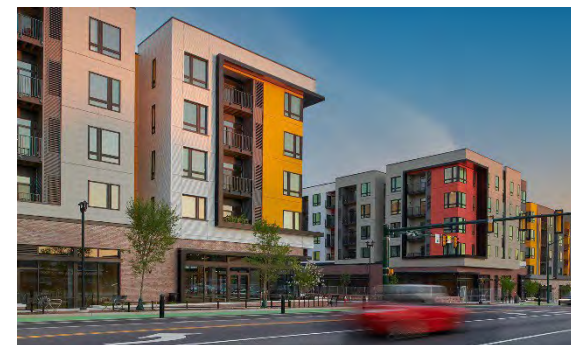
- 230,935 SF total
- 43,000 +/- SF available for lease Building 1-4

Offices

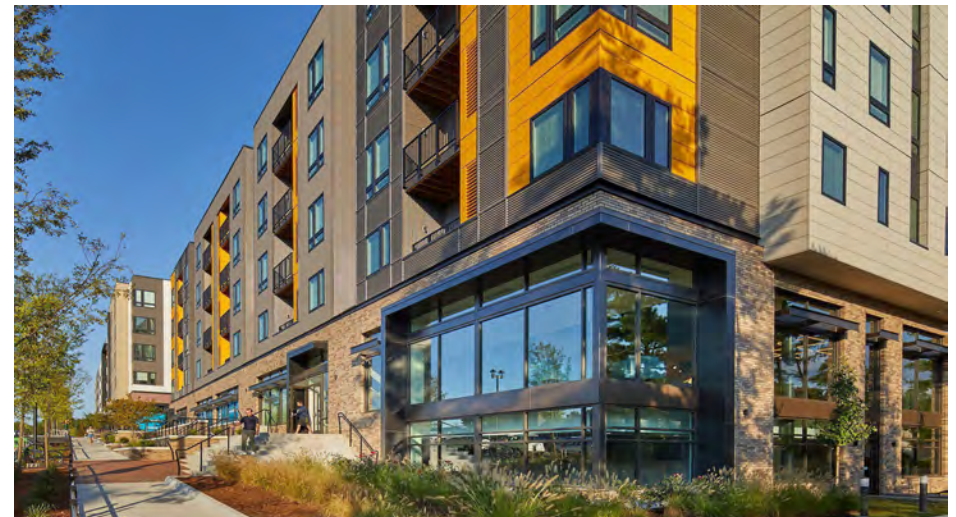
- Located on 1st floor of Building 1

Drive Thru Opportunity

MIDTOWN ROW



MIDTOWN ROW TODAY!



MERCHANDISING MIX

"An Authentic and Curated mix of Food & Beverage and Retail Tenants."

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Midtown Row's merchandising strategy is a highly curated mix of food & beverage and retail tenants complementing our overall merchandising vision and experience for the project. Retail drivers for our prospect list include:

- Chef-driven
- Highest Quality
- Authentic
- Local/Regional
- Artisan/Craft
- Neighborhood Feel
- Hip, Cool & Refreshing
- Niche & Specialty Retail
- Select National Retailers

MIDTOWN ROW WELCOMES NEW RETAIL TENANTS

MIDTOWN ROW



BUILDING 2

PEDEGO
ELECTRIC BIKES
WORLDWIDE
Pedego Electric Bikes


Insomnia Cookies*

BUILDING 3

SUPER CHIX
Super Chix*

Salon Seven
Salon Seven

ROW HOUSE
PULL TOGETHER
Row House


Thai in Town Kitchen

BUILDING 4


Juicing Life Bar & Cafe

mezeh
Mediterranean Grill
Mezeh Mediterranean Grill


California Tortilla*

made
Made

BUILDING 9


RIVERSIDE
Health Care Center Midtown
Riverside Health

BUILDING 10


Tiny Textures Salon
Tiny Textures Salon

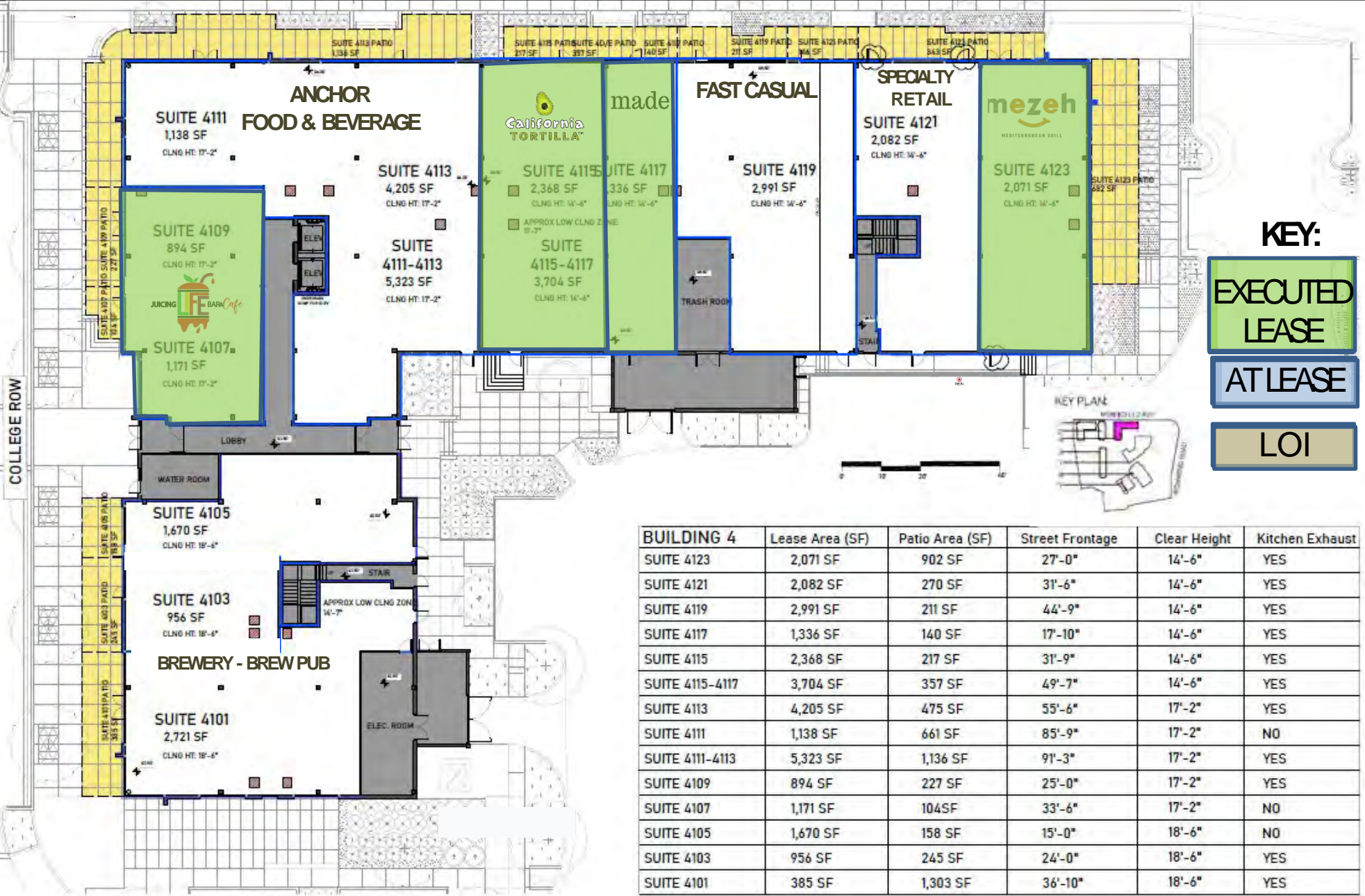
CURRENT MIDTOWN
APARTMENTS

240 apartments in
Buildings 1, 2, 3, 4
624 residents
100% leased

*At lease

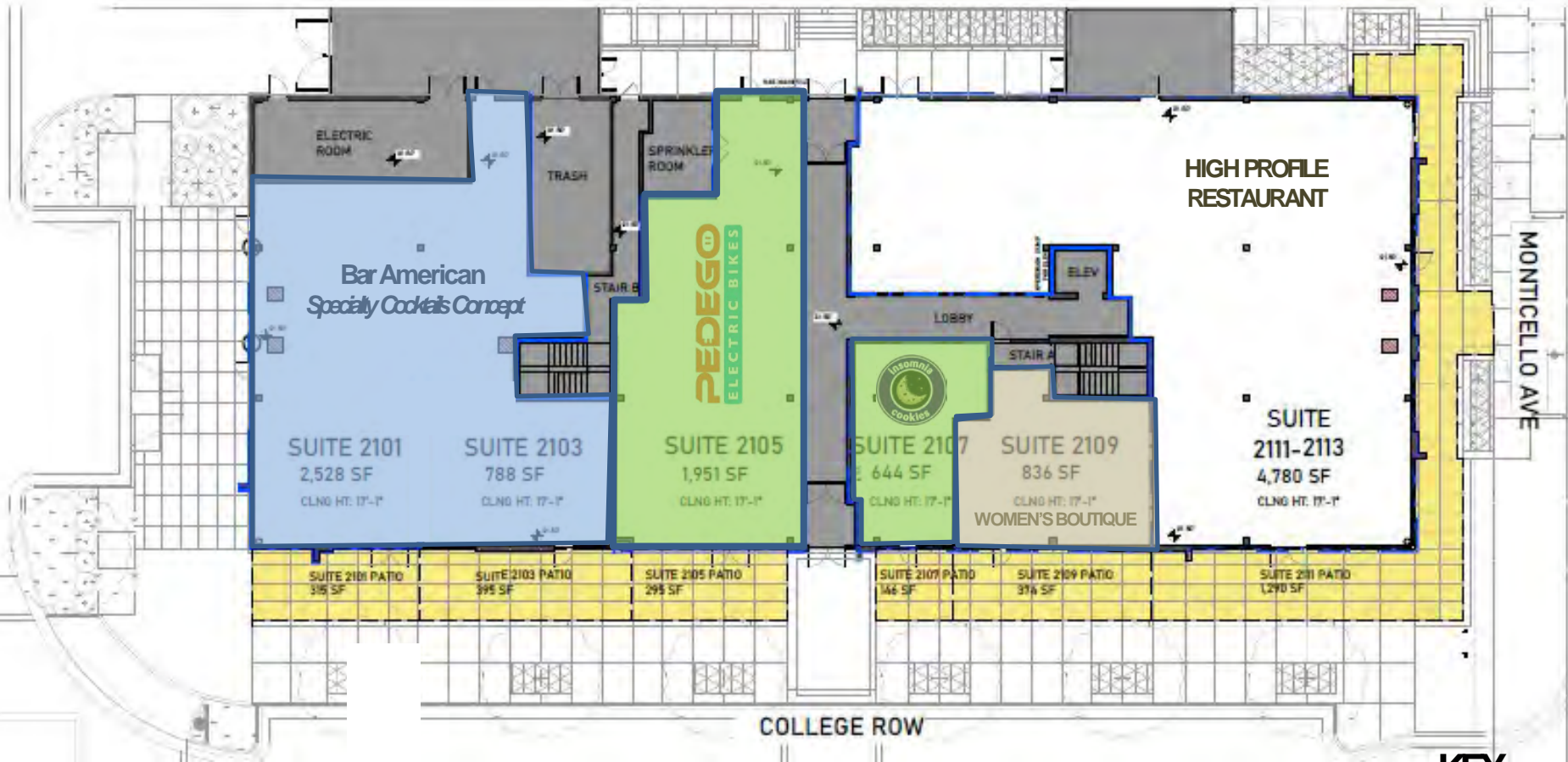
RETAIL PLAN BUILDING 4

MIDTOWN ROW



RETAIL PLAN BUILDING 2

MIDTOWN  ROW



KEY:

EXECUTED LEASE

AT LEASE

LOI

KEY PLAN:



BUILDING 2	Lease Area (SF)	Patlo Area (SF)	Street Frontage	Clear Height	Kitchen Exhaust
SUITE 2101	2,528 SF	1,035 SF	27'-8"	17'-1"	YES
SUITE 2103	788 SF	395 SF	31'-9"	17'-1"	NO
SUITE 2105	1,951 SF	295 SF	31'-0"	17'-1"	YES
SUITE 2107	644 SF	146 SF	15'-6"	17'-1"	YES
SUITE 2109	836 SF	374 SF	32'-6"	17'-1"	NO
SUITE 2111-2113	4,780 SF	1,290 SF	74'-0"	17'-1"	YES

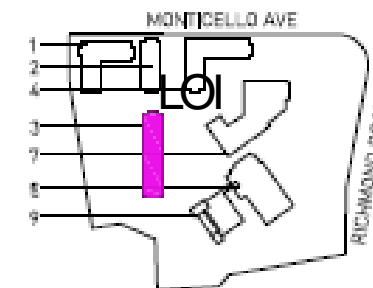
RETAIL PLAN BUILDING 3



BUILDING 3	Lease Area (SF)	Patio Area (SF)	Street Frontage	Clear Height	Kitchen Exhaust
SUITE 3101	1,960 SF		26'-0"	17'-1"	YES
SUITE 3103	1,886 SF		24'-10"	17'-1"	YES
SUITE 3105	1,210 SF		26'-5"	17'-1"	NO
SUITE 3107	1,660 SF		27'-7"	17'-1"	NO
SUITE 3109	1,937 SF		29'-6"	17'-1"	NO
SUITE 3111	2,232 SF		26'-7"	17'-1"	YES
SUITE 3113	2,193 SF		26'-0"	17'-1"	NO
SUITE 3115	2,445 SF		36'-6"	17'-1"	YES
SUITE 3117	1,725 SF	265 SF	33'-6"	17'-1"	NO
SUITE 3119	3,195 SF	1,060 SF	43'-0"	17'-1"	YES

NOTE: ALL SHAFTS ARE V.I.F.

KEY PLAN:



LEGEND:

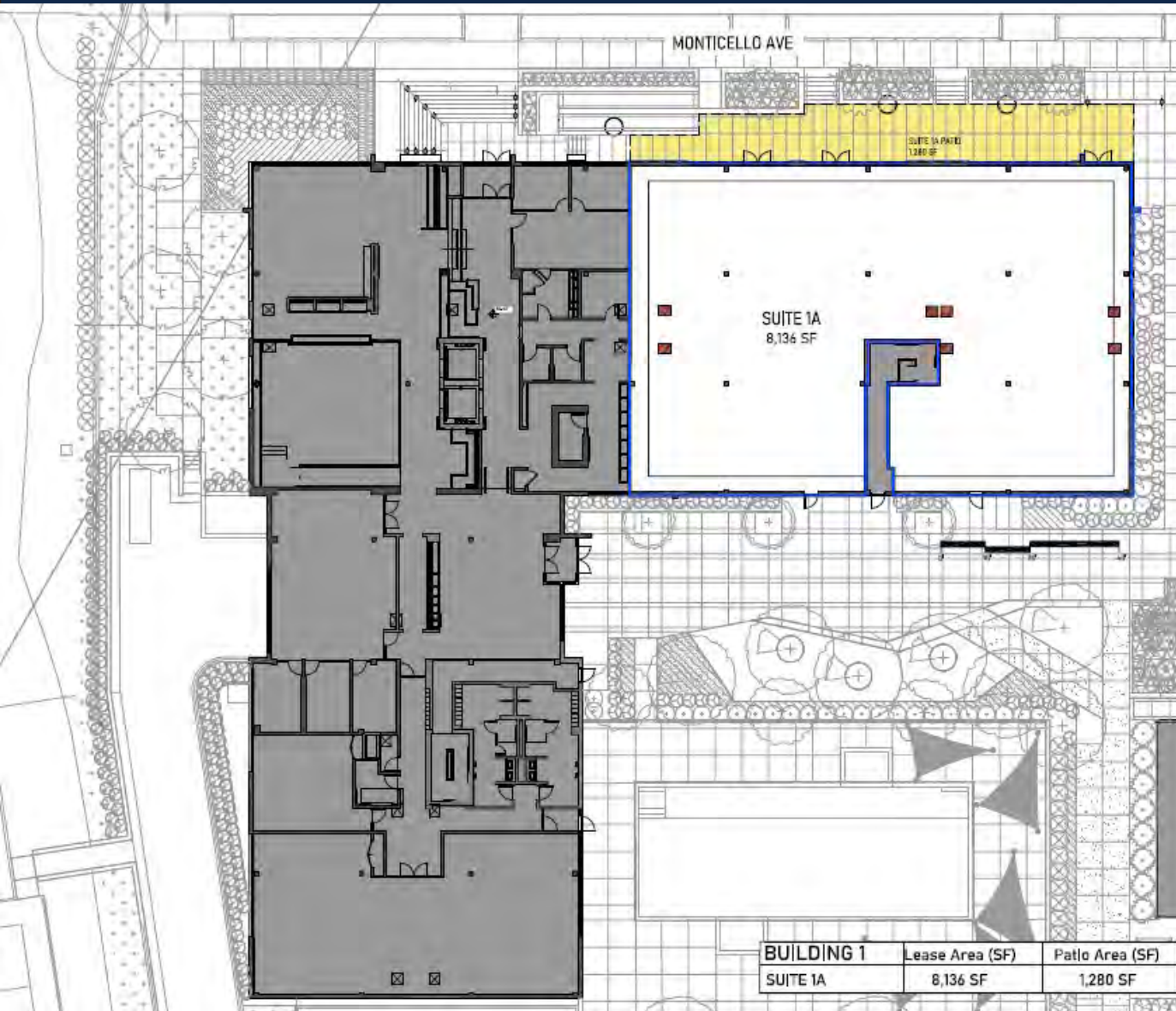
- DEMISING WALL
- PROPERTY LINE
- OUTDOOR PATIO
- NON-RETAIL BASE BUILDING
- MEASURING LINE FOR AREA
- KITCHEN EXHAUST DUCT CHASES
- - - POTENTIAL DEMISING WALL
- - - POTENTIAL ENTRY/ACCESS DOORS









KEY:

- EXECUTED LEASE
- AT LEASE
- LOI

RETAIL PLAN BUILDING 1

MIDTOWN  ROW

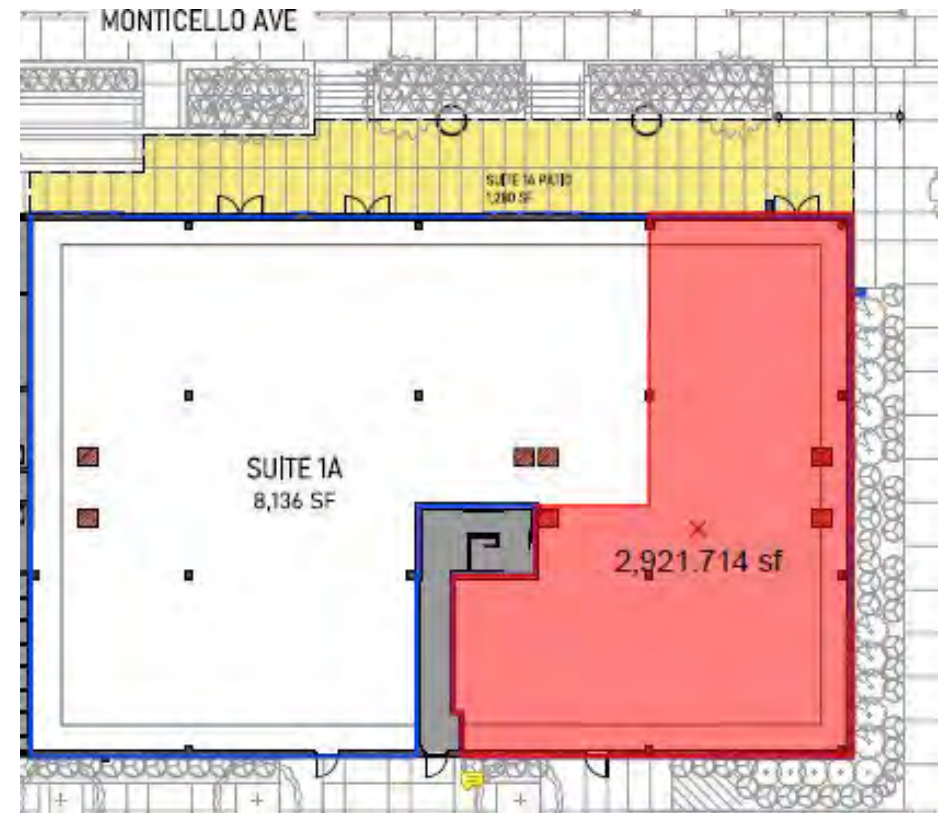
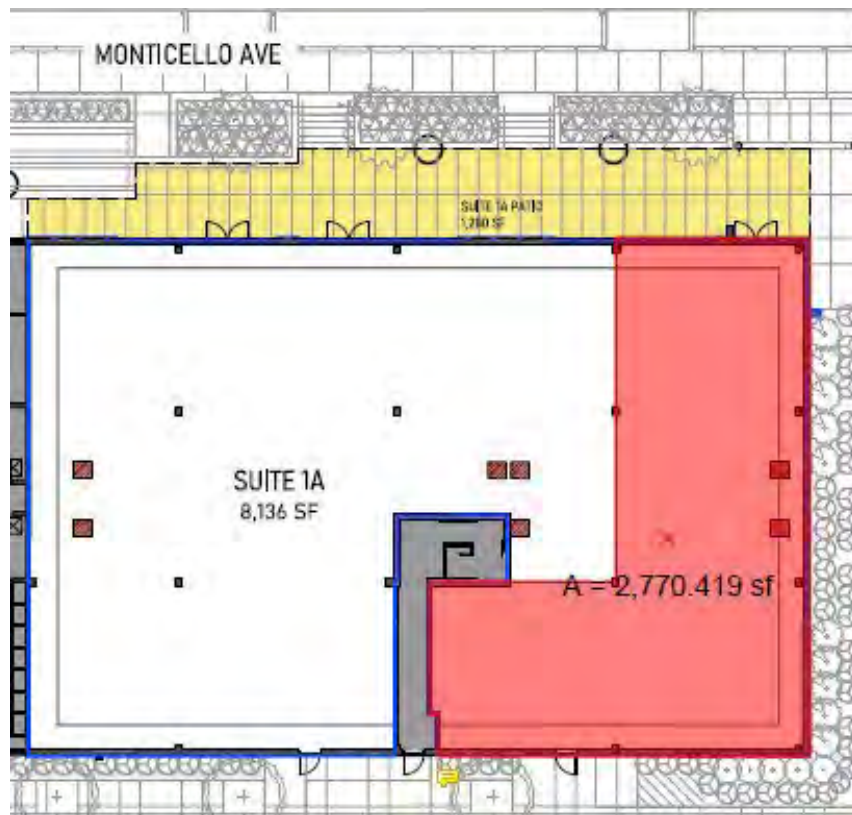


- LEGEND:**
-  DEMISING WALL
 -  PROPERTY LINE
 -  OUTDOOR PATIO
 -  NON-RETAIL BASE BUILDING
 -  MEASURING LINE (FOR AREA)
 -  KITCHEN EXHAUST DUCT CHASES
 -  POTENTIAL DEMISING WALL
 -  POTENTIAL ENTRY/ACCESS DOORS

BUILDING 1	Lease Area (SF)	Patio Area (SF)	Street Frontage	Clear Height	Kitchen Exhaust
SUITE 1A	8,136 SF	1,280 SF	113'-0"	14'-6"	YES

FLOOR PLAN

RETAIL PLAN
BUILDING 1 ALTERNATIVE
DEMISING PLANS



BUILDING 7-9

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 SUMMARY		
BUILDING	SIZE	TENANT
7	42,636 SF	Multi-tenanted
8	32,500 SF	Food Lion
9	6,637 SF	Available

BUILDING 7		
UNIT	SIZE	TENANT
Unit A	21,834 SF	Marshalls
Unit B	1,572 SF	Queen Nail Spa
Unit C	2,732 SF	Available
Unit D	2,043 SF	Available
Unit E	1,970 SF	Matchsticks BBQ
Unit F	5,808 SF	VA ABC
Unit G	6,677 SF	Sal's by Victor

BUILDING 9
APPROXIMATELY 6,637 SF AVAILABLE
ENTERTAINMENT - RECREATION - RETAIL

MIDTOWN  ROW



BUILDING 9
APPROXIMATELY 6,637 SF AVAILABLE
ENTERTAINMENT - RECREATION - RETAIL



BUILDING 10

Formerly Monticello Shopping Center, Building 10 has approximately 23,000 sf of retail space available in spaces A/B, which is an excellent opportunity for an entertainment use or a brewery.

Approximately 23,000 SF divisible
Entertainment | Recreation | Retail

UNIT	SIZE	TENANT
Unit A1	17,292 SF	Available (lower level)
Unit A2	2,664 SF	Available
Unit B	2,044 SF	Available
Unit C1	1,203 SF	Tiny Textures
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



BROAD STREET'S VISION & COMMITMENT

“Obsessed with Connecting People & Places.”



Midtown Row (MTR) will serve as the backdrop to your concept by creating an unprecedented experience, which does not exist in Williamsburg today, including:

- Defining placemaking & experiential retail.
- Urban design principles and modern architecture creating an urban village feel.
- Curating retailers, restaurants and experiences.
- Accessibility from a variety of demographics; students, families, singles, veterans and seniors.
- Green space for community gathering.
- Mural projects in collaboration with local artists.
- Unique on-site programming (see proposed marketing schedule) year-round.
- A stylized and discerning point of view.

Broad Street Realty (BSR) Values

- 20+ years of Real Estate experience, we take great pride in nurturing strong relationships with our tenants and partners.
- Tenants = Partners.
- Holistic Real Estate approach through Development, Leasing, Asset and Property management; BSR will lead and partner with you from the beginning to the end.
- Zealous for client service.
- Going public enables access to greater financial capital and resources.

“The Highest Ethical Standards of Honesty and Personal Integrity”

► **To cross promote within MTR and the extended Williamsburg community by:**

- Build and implement comprehensive events calendar all year round utilizing green space, the stage, and other common areas. For example: book local musicians for the stage on the Village Green, coordinate yoga in the park, etc. *See Calendar of Events included in this deck.*
- 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 individual retailer brands 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.
- Lead Quarterly Town Hall Meetings: Allowing retailers access to other retailers and residential and property managers within the project.

► **Strategically aligns MTR with local businesses, the community and tourist groups by incorporating the following initiatives:**








- Forging tight relationships with local area **Hospitality Groups**, including concierges:
 - Kick off and monthly events to include concierge and key players at the top hotels in the area (i.e., Williamsburg Inn, Williamsburg Lodge, Marriott, Kingsmill, Powhatan).
- Using presence of **College of William & Mary** as a driver to the project via unique accommodations & amenities:
 - Student Housing
 - Food & Beverage program
 - Retail Specialty programs and incentives
- Aligning with Area **Entertainment** Attractions such as:
 - Colonial Williamsburg/Jamestown Settlement/Yorktown
 - Bush Gardens & Great Wolf Lodge
 - Visit Williamsburg: Tourism & Visitors Guide
- Leverage MTR's ties to local **Economic Development** groups:
 - Integrate unique marketing opportunities for business growing in or expanding to Williamsburg.
- **Residential** Outreach:
 - The Current Midtown Residential management team
 - Other residential management groups outside of MTR.
- Emphasizing **Regional/National** marketing and social media coverage:
 - Initial and continued **announcements** as a new tenant in the development!
 - Connect with Richmond & VA Beach F&B industry/community for compounded exposure.

EVENTS CALENDAR

Ownership commits to rolling out a diverse and authentic Calendar of Events on a daily, weekly, monthly and annual basis not only to drive footsteps but to elevate and promote all of our retailers and their respected brands throughout Williamsburg and beyond.



*Planned Events for 2022!

MONTH/DATE	UPCOMING EVENTS* (subject to change)
March 19, 2022	2nd Annual Shredding Party: Free community event that will take place on the Village Green and building 3 parking lot. There will be a shredding truck, live music, food trucks, craft beers.
March 26, 2022 	Chesapeake Bay Writers Book Parade in Current Midtown Clubhouse.
April 11, 2022 	Bark In The Burg: We will open the Midtown Row dog park to the Williamsburg community for a pet friendly day. Partnering with the Heritage Humane Society and local pet store.
May 2022 	Fun Run: Partner with local non-profit (Dream Catchers) and have a fun run on the multi-use trail. Community event will take place after on the Village Green.
May 2022 	First Mural Reveal Event: Midtown Row along with local non-profit CultureFix to install a large-scale custom postcard inspired mural titled “Greetings From Williamsburg, VA.”
June 2022 	Yoga On the Green: Saturday/Sunday morning yoga lead by local yoga teacher. Incorporate local drum circle group. Bring in pygmy goats from regional farm to entertain.
June-September 2022 	Monthly Pop-Up Concert: Local musician will perform on the Village Green stage for a free community concert once a month throughout the summer. Attendees encouraged to pick up food from Midtown Row restaurants and bring it to the event.
October 2022	Second Mural Reveal Event: Midtown Row has partnered with local artist Steve Prince and the City of Williamsburg for its second mural to be installed on the Food Lion wall across from Sal’s By Victor.
November 2022	Midtown’s Fall Fest: On the Village Green and building 3 parking lot MTR retail tenants will promote their business. There will be a pumpkin carving contest, local craft beers, food trucks, games, live music and more!
December 2022 	Christmas In Midtown: Live Christmas Music, Santa & Mrs. Claus, free hot chocolate from local coffee truck, giveaways, Holiday photo opportunities in the Village Green.
Year-Round 2022	Celebrate & promote Midtown Row retailers with their Grand Openings . MTR Retailers are invited to host a table at all MTR events.

**Midtown Row
Website**



**Village Green
Cam**



**The Current
Residential**



**Williamsburg
Economic
Development**



**Broad Street
Realty, Inc.**



Click the photo below to watch
Midtown Row Aerial Visual:



Follow Midtown Row:



Midtown Row; the gateway to Williamsburg, Virginia, connecting residents, students and tourists.

MIDTOWN ROW




BROAD STREET



Broad Street Realty, Inc.
7250 Woodmont Ave., Ste 350
Bethesda, MD 20814
www.broadstreetrealty.com

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@broadstreetrealty.com

Marisa Michnick

Vice President of Retail Leasing
O: 301.828.1213 C: 301.503.2214
mmichnick@broadstreetrealty.com