

# 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 university.
- 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.



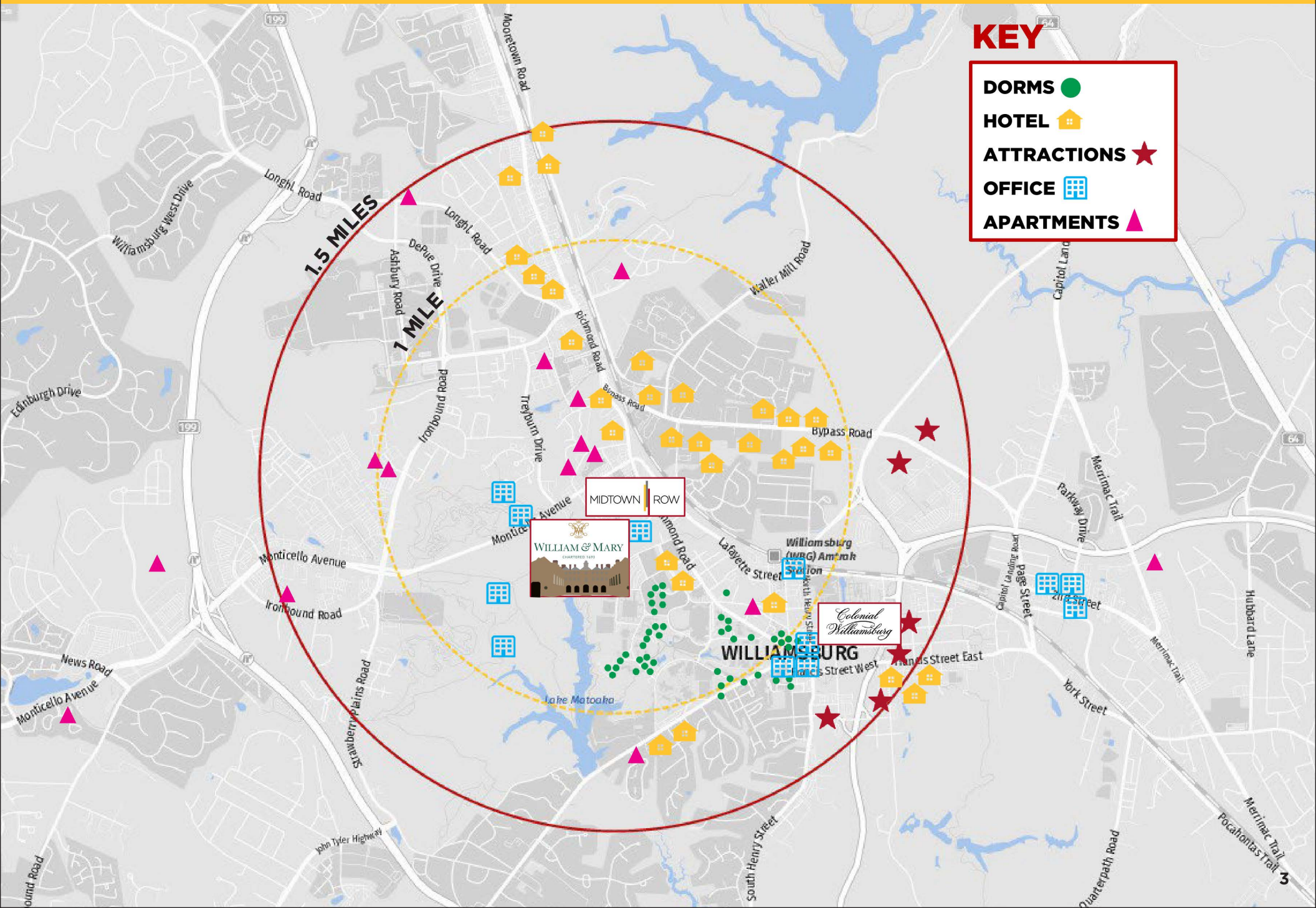
## REGIONAL

- 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.
- 68,000 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.

# NEARBY AMENITIES



### KEY

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

MIDTOWN | ROW

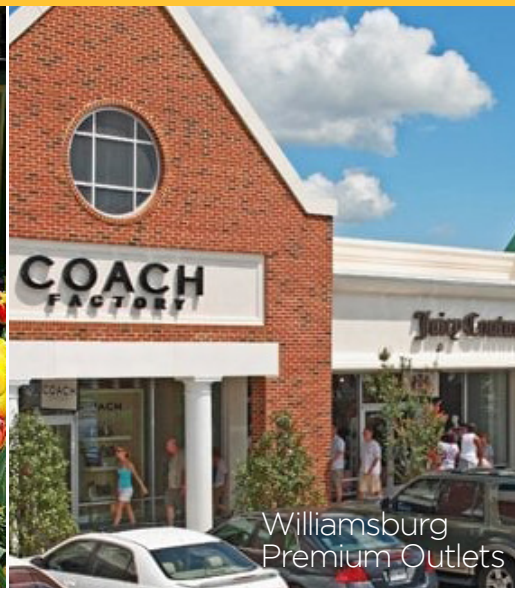
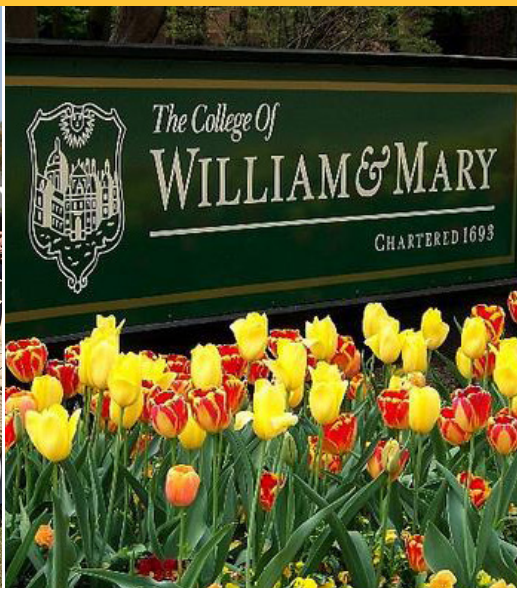


Colonial Williamsburg

WILLIAMSBURG



*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* (2024)	11,149
Population Growth 2024-2029	2.0%
Average Household Income	\$87,039
Total Housing Units (2024)	3,516
Daytime Population	42,592
Total Retail Expenditure	\$110M
Daytime Employees	43,789

### 3 MILE

Estimated Population* (2024)	43,695
Population Growth 2024-2029	1.8%
Average Household Income	\$107,493
Total Housing Units (2024)	17,391
Daytime Population	68,645
Total Retail Expenditure	\$575M
Daytime Employees	70,325

### 5 MILE

Estimated Population* (2024)	82,600
Population Growth 2024-2029	1.8%
Average Household Income	\$111,145
Total Housing Units (2024)	32,940
Daytime Population	83,695
Total Retail Expenditure	\$1.1B
Daytime Employees	86,848

# THE CURRENT AT MIDTOWN

[www.currentmidtown.com](http://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 2025.





## \* JUST SIGNED!

BUILDINGS 1-4		
SUITE	SIZE	TENANT
<b>BUILDING 2</b>		
2101	2,000 SF	Grit Coffee
<b>2103</b>	<b>1,342 SF</b>	<b>AVAILABLE</b>
2105	1,976 SF	Pedego
2107	648 SF	Insomnia Cookies
2109	854 SF	House of Seven Scalp & Hair Spa
<b>2111 - 2113</b>	<b>4,808 SF</b>	<b>AVAILABLE</b>
<b>BUILDING 3</b>		
<b>3101</b>	<b>2,095 SF</b>	<b>AVAILABLE</b>
<b>3103</b>	<b>1,798 SF</b>	<b>AVAILABLE</b>
<b>3105</b>	<b>1,021 SF</b>	<b>AVAILABLE</b>
<b>3107</b>	<b>1,718 SF</b>	<b>AVAILABLE</b>
<b>3109</b>	<b>1,993 SF</b>	<b>AVAILABLE</b>
<b>3111</b>	<b>2,208 SF</b>	<b>AVAILABLE</b>
3113	1,986 SF	Salon Seven
<b>3115</b>	<b>2,477 SF</b>	<b>AVAILABLE</b>
<b>3117</b>	<b>1,746 SF</b>	<b>AVAILABLE</b>
3119	3,194 SF	Super Chix
<b>BUILDING 4</b>		
4101-4103	3,703 SF	VooDoo Brewing Co. *
<b>4105</b>	<b>1,674 SF</b>	<b>AVAILABLE</b>
4107-4109	2,065 SF	The Whale Tea *
<b>4111</b>	<b>1,239 SF</b>	<b>AVAILABLE</b>
<b>4113</b>	<b>4,114 SF</b>	<b>AVAILABLE</b>
<b>4111-4113</b>	<b>5,352 SF</b>	<b>AVAILABLE</b>
4115	2,364 SF	California Tortilla
4117	1,329 SF	Made Co.
<b>4119</b>	<b>3,004 SF</b>	<b>AVAILABLE</b>
<b>4121</b>	<b>2,065 SF</b>	<b>AVAILABLE</b>
4123	2,071 SF	Naz's Halal *

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/7D	4,792 SF	Plato's Closet *
BUILDING 7   7E	1,970 SF	Cook's Burger Bar
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	Comfort Medical Supply *
BUILDING 9   9A	11,548 SF	Riverside

BUILDING 10		
UNIT	SIZE	TENANT
<b>220A + 220B Lower Level</b>	<b>17,292 SF</b>	<b>AVAILABLE</b>
<b>220A Ground Level</b>	<b>2,044 SF</b>	<b>AVAILABLE</b>
<b>220B Ground Level</b>	<b>2,644 SF</b>	<b>AVAILABLE</b>
218B	1,187 SF	Tiny Textures
218A	1,365 SF	Glo Fiber
<b>214A</b>	<b>2,520 SF</b>	<b>AVAILABLE</b>
<b>214B</b>	<b>1,492 SF</b>	<b>AVAILABLE</b>
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

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

## 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



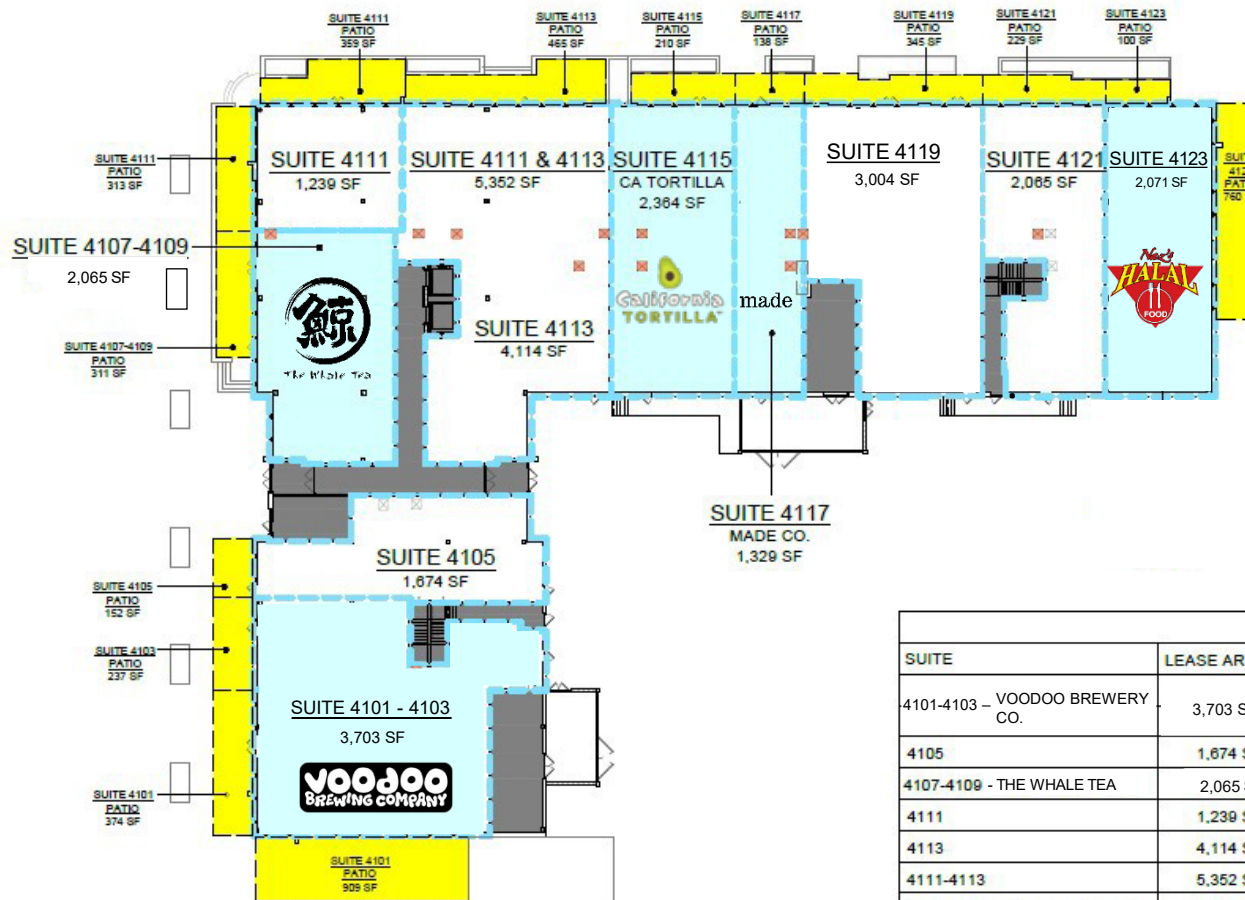


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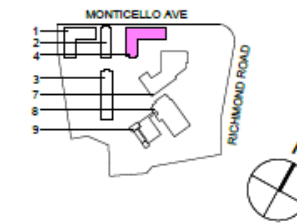
Executed Lease

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

### BUILDING 4

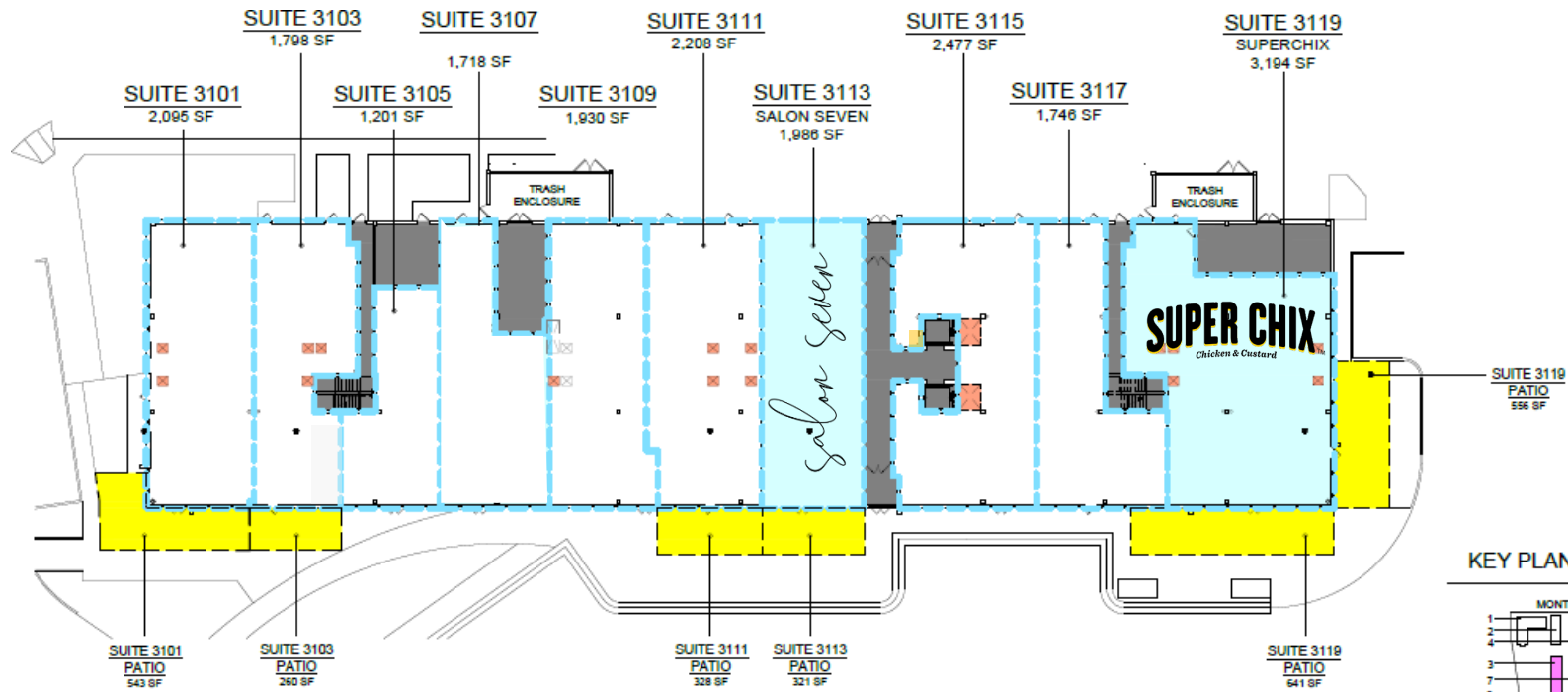
SUITE	LEASE AREA (SF)	PATIO AREA (SF)	STREET FRONTAGE	CLEAR HEIGHT	KITCHEN EXHAUST
4101-4103 - VOODOO BREWERY CO.	3,703 SF	1,657 SF	37'-1"	18'-6"	YES
4105		237 SF	23'-7"	18'-6"	YES
4107-4109 - THE WHALE TEA	2,065 SF	311 SF	58'-0"	17'-1"	YES
4111	1,239 SF	672 SF	70'-7"	17'-1"	NO
4113	4,114 SF	465 SF	53'-4"	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	40'-8"	14'-6"	NO
4121	2,085 SF	229 SF	31'-5"	14'-6"	YES
4123 - NAZ'S HALAL	2,071 SF	760 SF	50'-5"	14'-6"	YES

**KEY:**

Executed Lease

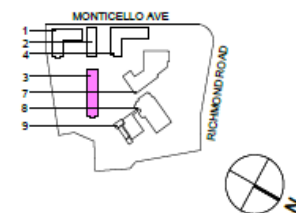
LOI

At Lease



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 PLAN**

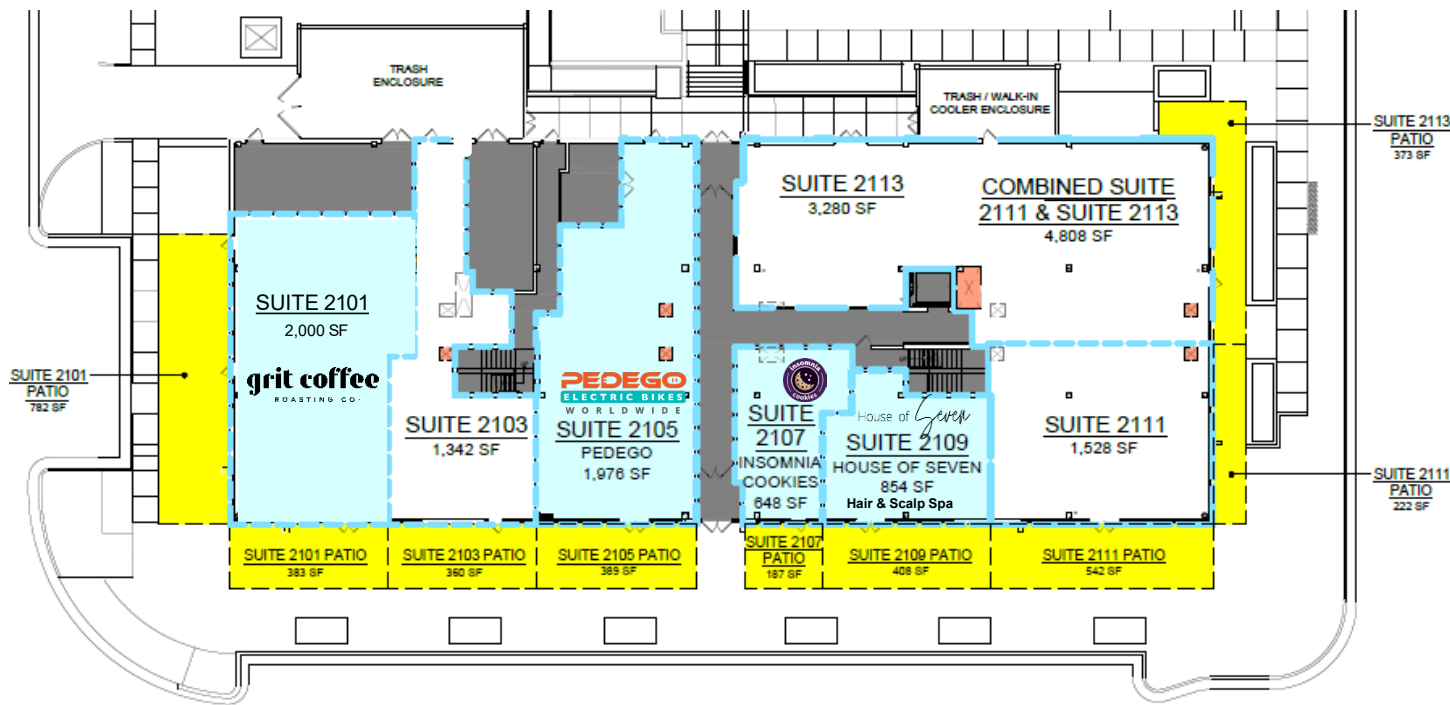


**LEGEND**

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

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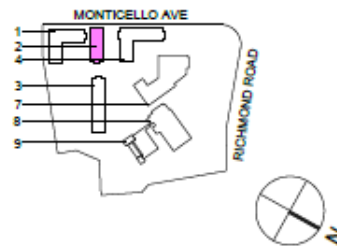
- Executed Lease
- LOI
- At Lease



**LEGEND**

- DEMISING WALL
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**KEY PLAN**



**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



BUILDING/UNIT	SIZE	TENANT
Building 6   Unit 6A	2,100 SF	Meadows
Building 7   Unit 7A	21,858 SF	Marshalls
Building 7   Unit 7B	1,572 SF	Queen Nails & Spa
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Building 8   Unit 8A	32,500 SF	Food Lion
Building 9   Unit 9B	6,637 SF	Comfort Medical Supply
Building 9   Unit 9A	11,548 SF	Riverside

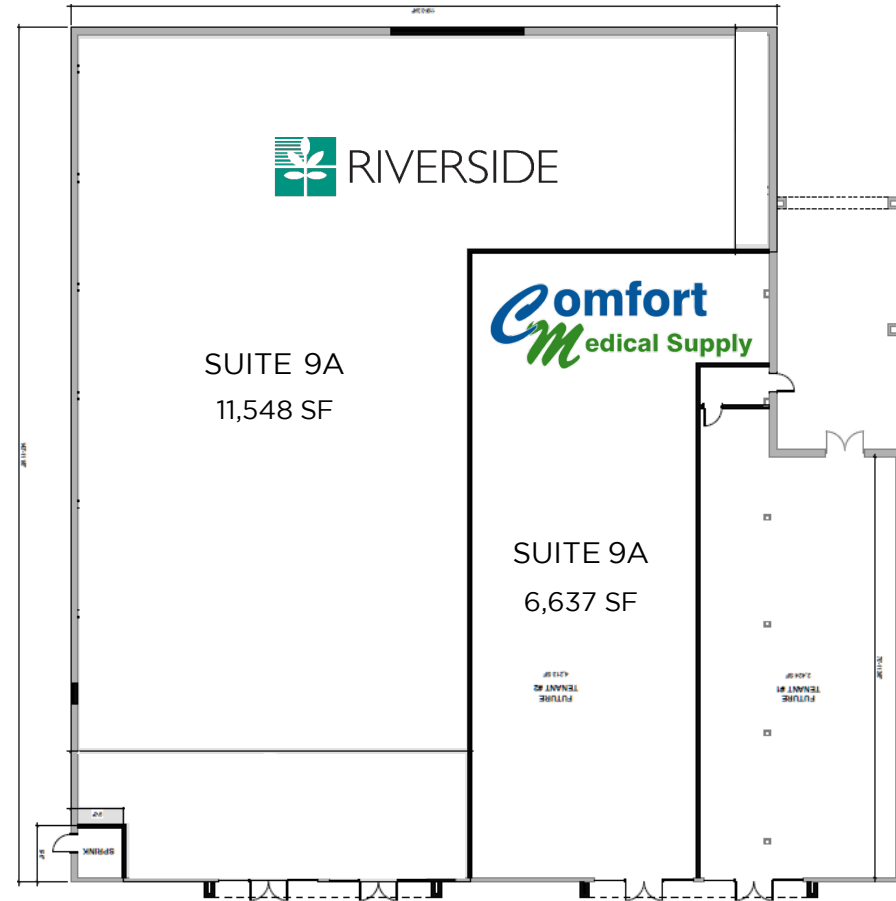
Approximately 23,000 SF Divisible  
Entertainment | Recreation | Retail



UNIT	SIZE	TENANT
Unit 220A Lower Level	17,292	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	Glo Fiber
Unit 214A	2,520 SF	Available
Unit 214B	1,492 SF	Available
Unit 210	17,163 SF	Ace Hardware
Unit 208	24,016 SF	Earth Fare
Unit 204	3,150 SF	Amiraj
Unit 202B	998 SF	City Nails
Unit 202A	1,000 SF	Great Clips
Unit 200B	2,929 SF	Bonanza Social Kitchen
Unit 200A	2,571 SF	Fedex
PAD SITE	PAD SITE	Rita's



**SUITE 9B**



## 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.

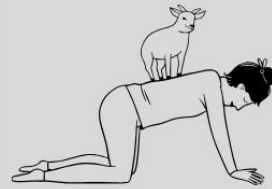




# Shredding Party

Free  
Community  
Shredding Event

March 2024



# Goat Yoga On The Green

Free  
Yoga Session  
On the Village Green  
May 2024



Dog Park Event

June 2024

# MUSIC IN MIDTOWN



Free Monthly Concerts on the  
Village Green Stage  
2nd Thursday of the Month

May-September 2024



Hosted by Midtown Row.  
Estimated 3,000 attendees!

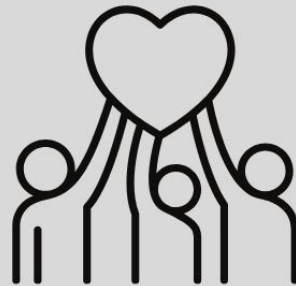
November 2024

# RETAIL EVENTS!



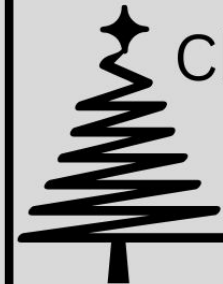
Branded marketing events  
supporting Midtown Row  
businesses

Throughout the Year



Hosting  
Community  
& Charity  
Events

Throughout the Year



# Christmas Event

Santa, Hot Chocolate,  
Live Entertainment

December 2024

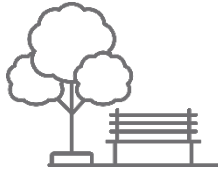


**[CLICK HERE TO VIEW MIDTOWN ROW DRONE VIDEO](#)**

**[Midtown Row Website](#)**



**[Village Green Cam](#)**



**[The Current Residential](#)**



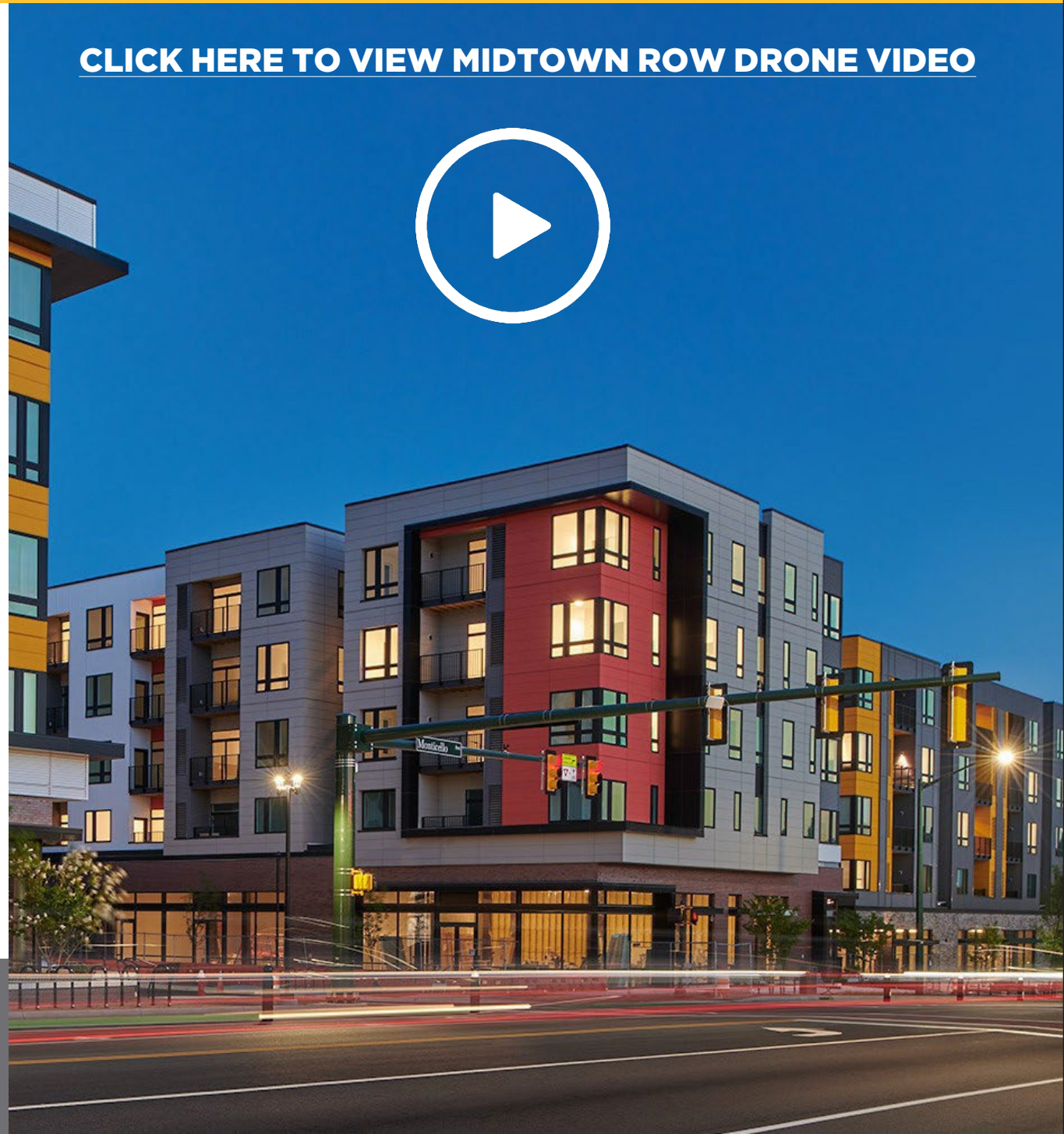
**[Williamsburg Economic Development](#)**



**[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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