



THALHIMER

RETAIL/RESTAURANT SPACE FOR LEASE

Colonial Williamsburg's Merchants Square

Williamsburg, VA



Rare opportunity to make retail history in Williamsburg, VA • Last Space

Merchants Square

Inspired by the rich architectural heritage of the 18th century and an expansive and growing trade area, Merchants Square blends the atmosphere found in the adjacent Historic Area of Colonial Williamsburg with 21st-century shopping and dining. Currently, over 500,000 people are included in this Trade Area, enjoying household incomes of \$79,000 and nearly 51,000 households reporting incomes of \$100,000+. New businesses benefit from the \$10M Colonial Williamsburg advertising budget and 3 million+ visitors each year.

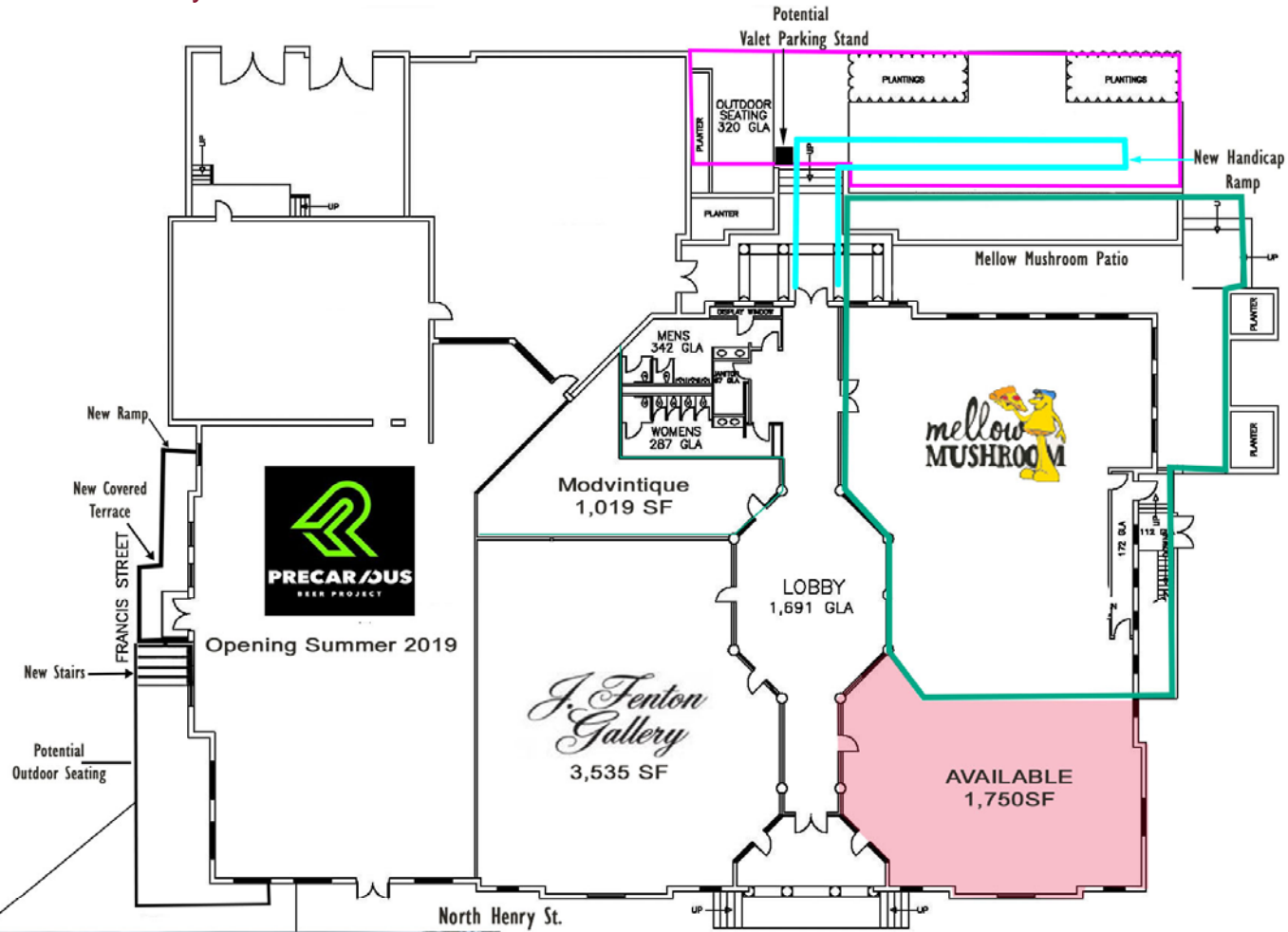
Specifications	
Available SF	Up to 20,000 SF
Timing	Available immediately
Rental Rate	Inquire

Join Nearby Retailers

Demographics	3 Miles	5 Miles	10 Miles
Population	37,131	66,375	105,405
Projected Population	37,966	68,976	109,952
Households	14,254	26,290	41,241
Average HH Income	\$90,614	\$99,981	\$96,532
Businesses'	2,432	3,458	4,358
Employees	33,319	47,966	59,907
Total Retail Expenditure	\$424 M	\$840 M	\$1.29 B

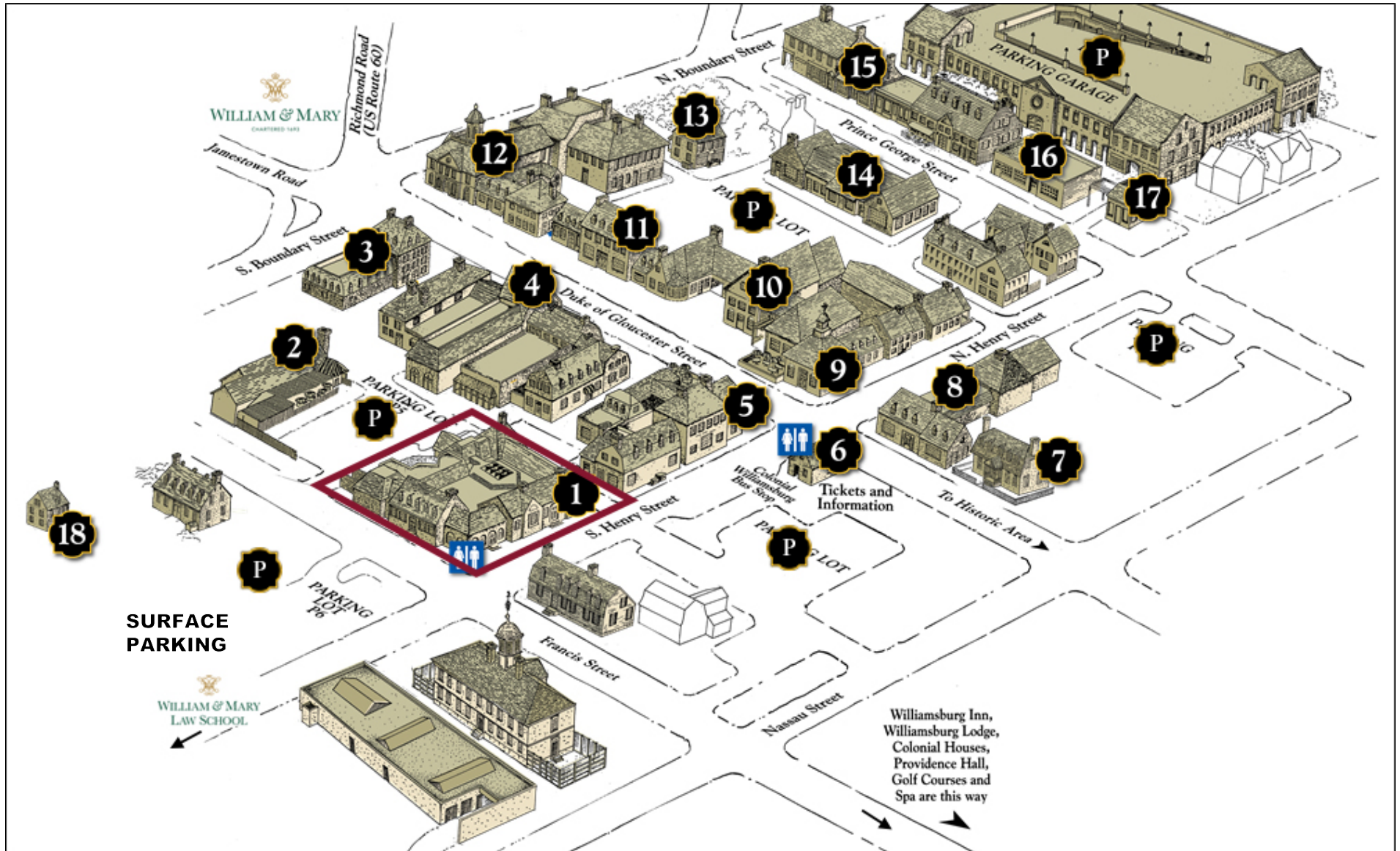


Floor Plan – Immediate Availability



Master Plan

(directory on next page)



Master Plan Directory

Admission

6	Colonial Williamsburg Tickets & information
---	---

Books

7	Bruton Parish Book & Gift Shop
---	--------------------------------

8	College of William & Mary Bookstore & Café
---	--

16	Mermaid Books
----	---------------

Children's

4	The Carousel Children's Boutique
---	----------------------------------

Home Furnishings, Furniture & Design

12	Williamsburg at Home
----	----------------------

1	Modvintage
---	------------

Galleries

3	Williamsburg Art Gallery
---	--------------------------

Gifts & Specialty Shops

10	Blink
----	-------

15	Campus Shop
----	-------------

10	The Christmas Shop
----	--------------------

11	Danforth Pewter
----	-----------------

11	Everything Williamsburg
----	-------------------------

1	J. Fenton Gifts
---	-----------------

15	The Flower Cupboard
----	---------------------

16	Quirks of Art
----	---------------

4	R.P. Wallace & Sons General Store
---	-----------------------------------

15	Tervis
----	--------

3	Williams Sonoma
---	-----------------

5	Williamsburg Craft House
---	--------------------------

Jewelry

11	The Precious Gem
----	------------------

Restaurants & Specialty Foods

15	Aromas Coffee & Café
----	----------------------

14	Baskin-Robbins
----	----------------

2	Berret's Restaurant & Taphouse Grill
---	--------------------------------------

15	Berrybody Frozen Yogurt
----	-------------------------

11	Williamsburg Winery
----	---------------------

10	Blackbird Bakery
----	------------------

14	Blue Talon Bistro
----	-------------------

5	The Cheese Shop
---	-----------------

9	DoG Street Pub
---	----------------

5	Fat Canary
---	------------

9	Hair of the DoG Bottle Shop
---	-----------------------------

14	The Peanut Shop of Williamsburg
----	---------------------------------

15	Retro's Good Eats
----	-------------------

1	Mellow Mushroom
---	-----------------

15	Spice & Tea Exchange
----	----------------------

1	J. Fenton Gallery
---	-------------------

1	Precarious Beer House
---	-----------------------

10	The Trellis Restaurant
----	------------------------

4	Wythe Candy & Gourmet Shop
---	----------------------------

Services

17	ATM
----	-----

15	Fife & Drum Inn
----	-----------------

4	Kimball Theatre
---	-----------------

12	Morgan Stanley
----	----------------

18	Sons of the Revolution
----	------------------------

17	SunTrust Bank
----	---------------

Women's & Men's Apparel

12	Binns
----	-------

11	R. Bryant Ltd.
----	----------------

4	Chico's
---	---------

10	The Shoe Attic
----	----------------

10	Ocean Palm
----	------------

4	Scotland House Ltd.
---	---------------------

13	Shoesters
----	-----------

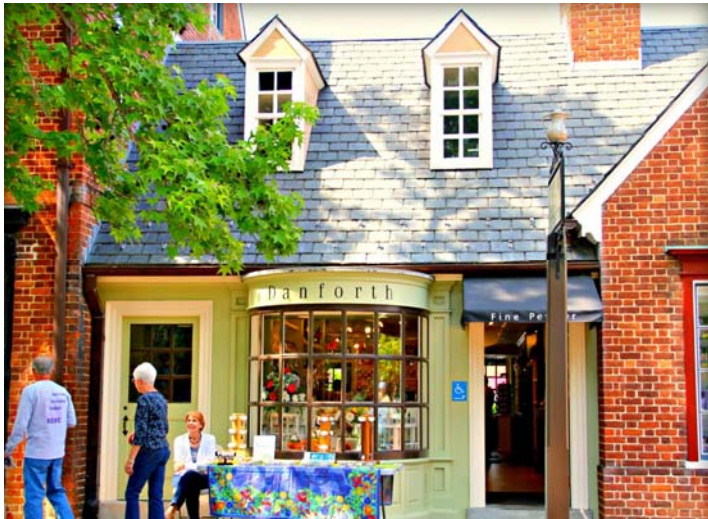
12	Talbots
----	---------

10	French Twist
----	--------------

Space for Lease

1	AVAILABLE – 1,750 SF Endcap
----------	------------------------------------

12	AVAILABLE – 20,000 SF (can be demised)
-----------	---



Cultural attractions & Events

On the cultural front, the square's Kimball Theatre (now operated by the College of William & Mary) features arts and educational programs performances by Colonial Williamsburg & William and Mary character interpreters, musicians, poets and lecturers plus a full schedule of classical concerts by the Williamsburg Symphonia. Arts lovers enjoy the annual Occasion for the Arts each fall and Art on the Square each spring.

The square hosts a variety of other fun community events throughout the year. Each summer, Merchants Square offers free weekly "Summer Breeze" concerts featuring musical performances from oldies and rock and roll, to big band, salsa, jazz and R&B. On Saturdays from April through October, Merchants Square hosts the enormously popular Williamsburg Farmers Market, with a bountiful supply of fresh fruits and vegetables, seafood, herbs, cut flowers, potted plants and much more. Moreover, Grand Illumination and July 4th bring one million people to the square

A restoration vision fulfilled

Merchants Square is recognized as one of the first planned shopping districts in the United States. Built in 1935, Merchants Square was designed to reflect a synthesis of colonial and early 19th- century architecture – design influences collectively known as Colonial Revival. Architects Perry, Shaw and Hepburn of Boston used this style purposely to avoid diluting the 18th-century authenticity of the nearby Historic Area.

In 2005 Merchants Square was added to the National Register of Historic Places along with the Williamsburg Lodge and the Williamsburg Inn to make up the Merchants Square and Resort Historic District. Last fall the American Planning Association named Duke of Gloucester Street in Merchants Square one of America's Top 10 Great Streets. In October 2009, Duke of Gloucester Street was designated as one of the 10 Great Streets for 2009 by the American Planning Association (APA). The APA recognized Duke of Gloucester Street for its unique ability to evoke the past while also maintaining a lively mix of modern-day uses.

Cultural Attractions & Yearly Events

- Award-Winning Farmers Market
- Beer & Wine Tastings
- Jazz Festivals
- Summer Breeze Concert Series
- Film Festivals at Kimball Theater
- Live Music at Kimball Theater
- The Ice Rink
- The Occasion for the Arts
- Second Sunday's Art & Music
- Movies on Prince George Street
- Strolling Santa/Father Christmas
- Farm to Table Dinner on Dog St.
- July 4th
- New Years Eve
- Grand Illumination
- Colonial Williamsburg Events
- Hotel & Restaurant special events
- Garden & Gun Weekend

Designed to delight shoppers

Merchants Square was painstakingly and expertly designed from a physical perspective to integrate seamlessly with the Colonial Williamsburg historic renovations and exhibits. Through this careful crafting and attention to detail, Colonial Williamsburg is singularly unique in the visitor experience that it offers. Similarly, the Merchants Square “experience” leaves each and every visiting guest with a “one-of-a-kind” impression that will come from a carefully curated collection of merchants, restaurants, and retail offerings that are vetted and assembled with a firm understanding of the Merchants Square brand and it’s prestigious affiliation with Colonial Williamsburg

The Colonial Williamsburg visitor experience is deeply intertwined with the retail, dining and “Downtown Events” offerings of Merchants Square and Prince George Street Merchants. Merchants Square is the epicenter of where locals, students and visitors will most often interact with one another — this offers an important touch point for the local visitor and a chance to create a lasting a memorable positive event. Visitors who have positive experiences as they interact with locally-owned merchants would likely be encouraged to return on subsequent visits as they make connections. Merchants Square currently offers a diverse canvas of retail centered attractions for all three groups.

The Merchants Square brand is unique and Merchants Square is known globally as a “special place”

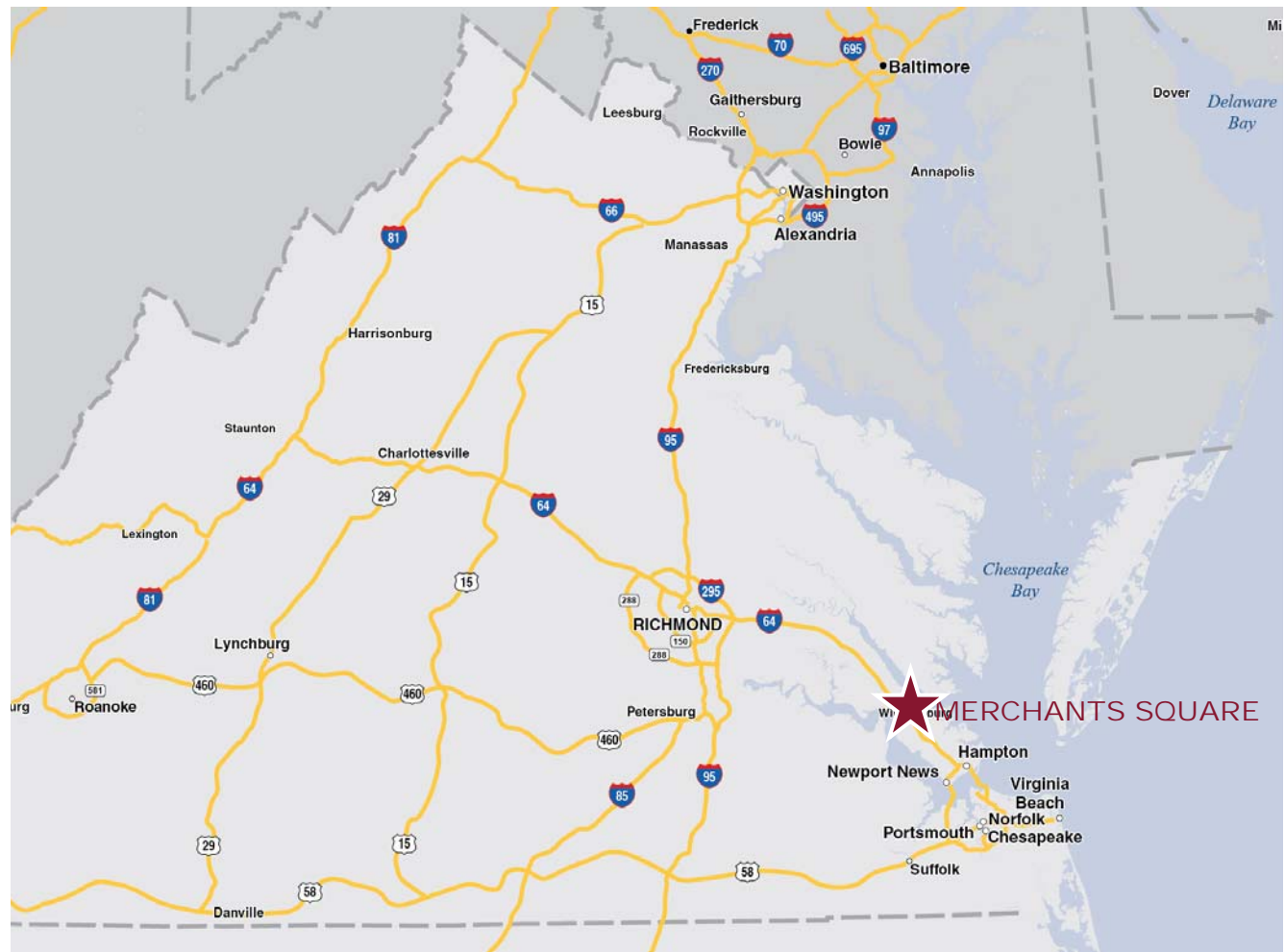
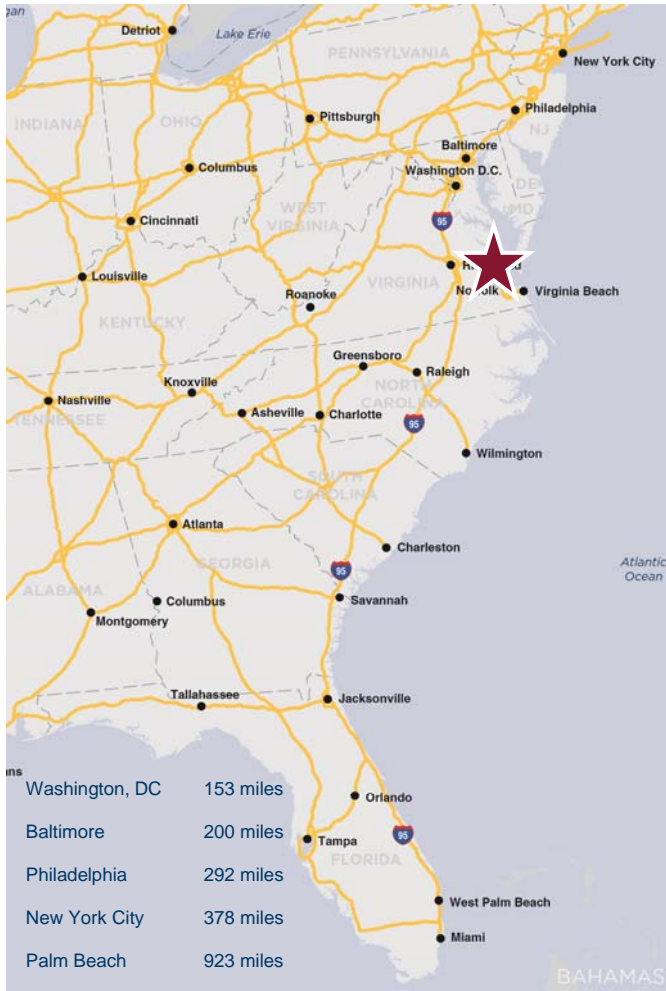




RETAIL/RESTAURANT SPACE FOR LEASE

Colonial Williamsburg's Merchants Square

Williamsburg, VA



For more information, contact:

DAWN GRIGGS, SIOR

First Vice President

757 873 1210

dawn.griggs@thalhimer.com

DREW HAYNIE

First Vice President

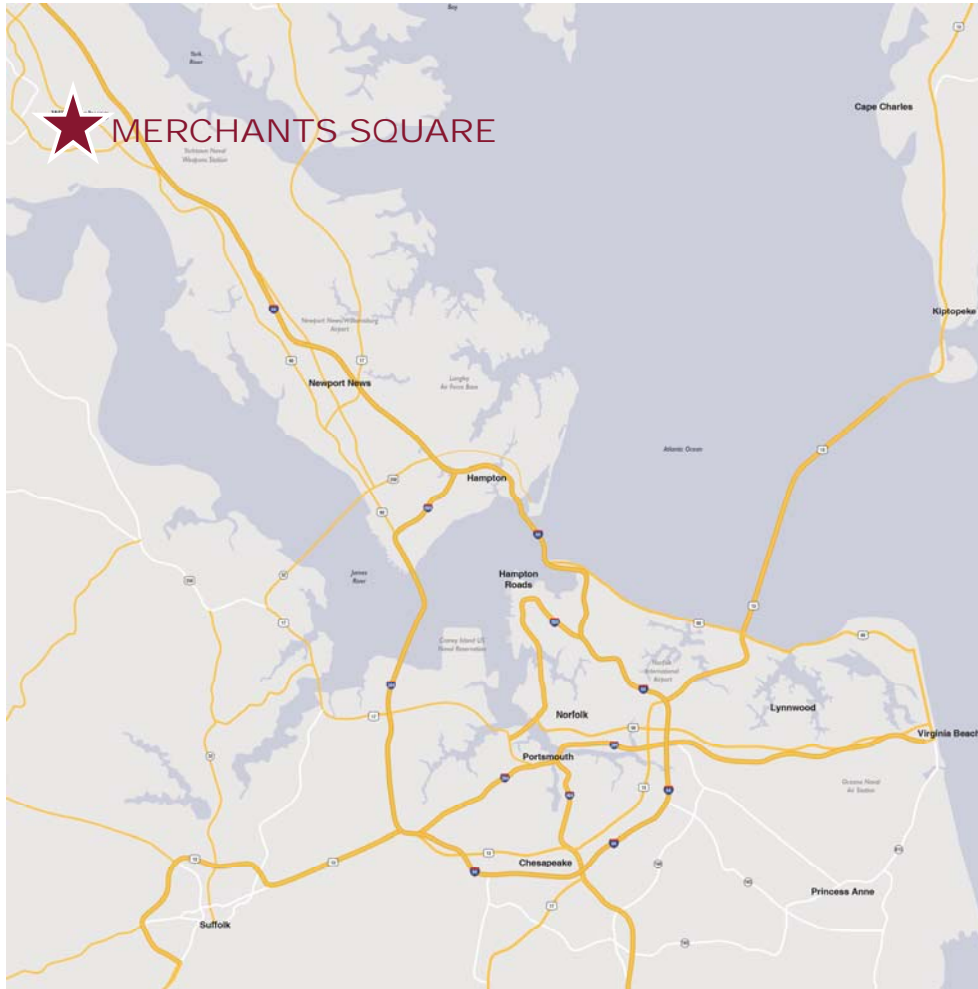
757 873 9004

drew.haynie@thalhimer.com

One BayPort Way
Suite 100
Newport News, VA 23606
www.thalhimer.com

Independently Owned and Operated / A Member of the Cushman & Wakefield Alliance

Cushman & Wakefield / Thalhimer © 2015. No warranty or representation, express or implied, is made to the accuracy or completeness of the information contained herein, and same is submitted subject to errors, omissions, change of price, rental or other conditions, withdrawal without notice, and to any special listing conditions imposed by the property owner(s). As applicable, we make no representation as to the condition of the property (or properties) in question.



For more information, contact:

DAWN GRIGGS, SIOR
First Vice President
757 873 1210
dawn.griggs@thalhimer.com

DREW HAYNIE
First Vice President
757 873 9004
drew.haynie@thalhimer.com

One BayPort Way
Suite 100
Newport News, VA 23606
www.thalhimer.com