

Available for Lease

MIDTOWN ROW

1260 Richmond Road
Williamsburg, VA

Colliers



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95,455 SF
Colonial

63,157 SF
Lamonticello

60,961 SF
Midtown

240
Fully Leased
Student Apartments

Property Summary

The Midtown Row Portfolio is a premier mixed-use asset in the heart of Williamsburg, Virginia, comprising two well-established shopping centers—Colonial (95,455 SF) anchored by Food Lion and Marshalls, and Lamonticello (63,157 SF) anchored by Grocery Outlet and Ace Hardware—seamlessly integrated into the larger Midtown Row development, which consists of 60,961 sf of retail and office space. This high-performing destination includes 240 fully leased student apartments housing 624 residents, and a pedestrian-friendly layout anchored by a central green programmed with year-round events.

Positioned directly adjacent to the College of William & Mary and less than a mile from Colonial Williamsburg, Midtown Row sits at the nexus of the city's academic, cultural, and tourism engines, drawing from over 6 million annual visitors and a regional daytime population of 68,000+. According to Placer.ai data, Midtown Row generates approximately 2.4 million visits annually, with foot traffic increasing approximately 22% since 2023—reflecting strong consumer engagement and sustained leasing momentum. With its irreplaceable location, diversified tenancy, and continued growth trajectory, Midtown Row represents the future of Williamsburg's urban core.

Midtown Row Powers Local Growth

Featuring national brands, local boutiques, dining, fitness, and essential services, Midtown Row drives daily traffic and strengthens Williamsburg's urban core.



Location Highlights

Midtown Row is the most strategically positioned and consistently trafficked mixed-use destination in Williamsburg. Located at the market's primary retail intersection and directly connected to William & Mary, the project blends high-visibility storefronts with built-in demand from students, residents, and visitors. With a fully leased residential component, curated national tenants, and ongoing community activation, Midtown Row offers retailers a rare opportunity to plug into an already thriving ecosystem. Enhancing its appeal even further, the nearby 200,000-square-foot Williamsburg Sports and Events Center (WISC) is set to open in 2026, bringing a significant new driver of traffic and regional attention to the area.



MIDTOWN ROW

WILLIAM & MARY

WISC

Prime Location

- At the intersection of Richmond Rd (15,000 VPD) & Monticello Ave / Bypass Rd (25,000 VPD)
- One block from William & Mary's 10,000+ student campus and within the heart of student housing

Built-In Demand Drivers

- 240 fully leased student apartments housing 624 residents
- Opportunities for office space + healthcare and service tenants
- Curated tenant mix: Food Lion, Marshalls, Ace Hardware, Grocery Outlet, Voodoo Brewing, FedEx, Super Chix, ABC, Great Clips, Riverside Health and more
- Local staples such as Cooks Burger Bar and Sal's By Victor

Activated Public Space

- 5. Central Village Green hosts frequent events, markets, and live programming
- Designed for foot traffic, gathering, and daily engagement

Performance Metrics

- 2.4M+ visits annually (Placer.ai)
- +21.3% foot traffic growth since 2023
- Statistics prior to newly added Grocery Outlet and Voodoo Brewing



Site Plans



Tenant Roster

BUILDING 2		
Suite	Tenant	Size
2101	Grit Coffee	2,000
2103	AVAILABLE	1,342
2105	PEDEGO Electric Bikes	1,976
2107	Insomnia Cookies	648
2109	House of Seven	854
2111-2113	AVAILABLE	4,808

BUILDING 3		
Suite	Tenant	Size
3101	AVAILABLE	2,095
3103	AVAILABLE	1,798
3105	AVAILABLE	1,021
3107	AVAILABLE	1,718
3109	AVAILABLE	1,993
3111	AVAILABLE	2,208
3113	Salon Seven	1,986
3115	AVAILABLE	2,477
3117	AVAILABLE	1,746
3119	Super Chix	3,194

BUILDING 4		
Suite	Tenant	Size
4101-4103	Voodoo Brewing Co.	3,703
4105	AVAILABLE	1,674
4107-4109	The Whale Tea	2,065
4111	AVAILABLE	1,239
4113	AVAILABLE	4,114
4115	California Tortilla	2,364
4117	AVAILABLE	1,329
4119	AT LEASE	3,004
4121	AVAILABLE	2,065
4123	Naz's Halal	2,071

BUILDINGS 6 & 7		
Suite	Tenant	Size
6A	Meadows	2,100
7A	Marshalls	21,858
7B	Queen Nails & Spa	1,572
7C/7D	Plato's Closet	4,792
7E	Cook's Burger Bar	1,970
7F	AVAILABLE	5,808
7G	Sal's by Victor	6,677

BUILDINGS 8 & 9		
Suite	Tenant	Size
8A	Food Lion	32,500
9A	Riverside Healthcare	11,548
9B	Comfort Medical Sup	6,637

BUILDING 10		
Suite	Tenant	Size
200A	FedEx	2,571
200B	Bonanza Social Kitchen	2,929
202A	Great Clips	1,000
202B	City Nails	998
204	Amiraj	3,150
208A	VA ABC	5,997
208B	Grocery Outlet	18,019
210	Ace Hardware	17,163
214A	AT LEASE	2,520
214B	AT LEASE	1,492
218A	Glo Fiber	1,365
218B	Tiny Textures	1,187
220A	AVAILABLE	2,044
220B	AVAILABLE	2,664
220D	Rita's	2,200
ATM	Chase Bank	

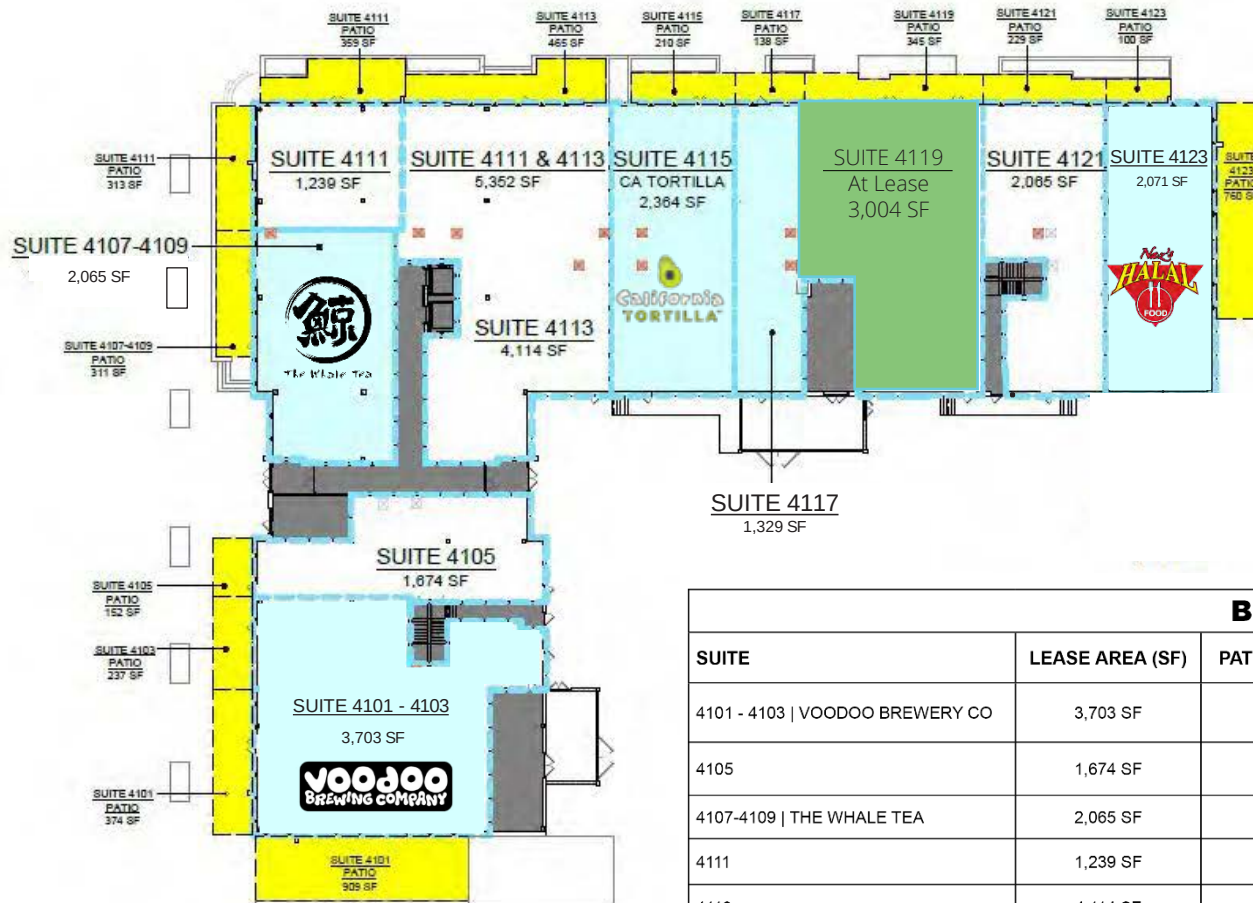
Site Plan- Building 4

KEY:

Executed Lease

LOI

At Lease



KEY PLAN



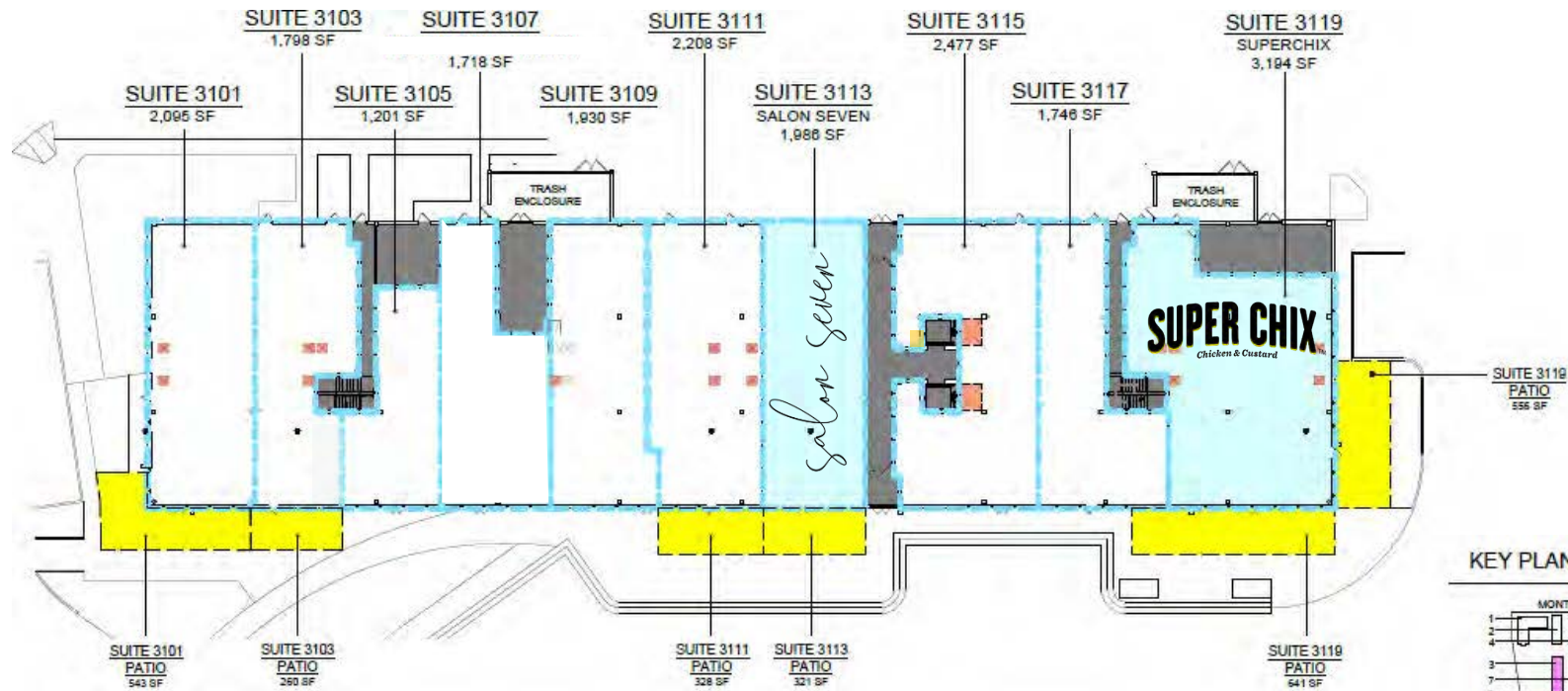
LEGEND

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

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 237 SF	37'-1" 23'-7"	18'-6" 18'-6"	YES
4105	1,674 SF	152 SF	15'-4"	18'-6"	NO
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	1,329 SF	138 SF	17'-9"	14'-6"	YES
4119	3,004 SF	345 SF	49'-8"	14'-6"	NO
4121	2,065 SF	229 SF	31'-5"	14'-6"	YES
4123 NAZ'S HALAL	2,071 SF	760 SF	59'-5"	14'-6"	YES

Site Plan - Building 3



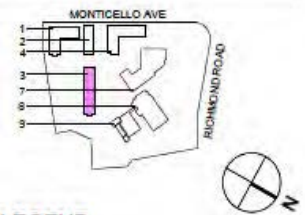
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LEGEND

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- LEASED SPACE

NOTE: ALL SHAFTS ARE V.I.F.

BUILDING 3					
SUITE	LEASE AREA (SF)	PATIO AREA (SF)	STREET FRONTAGE	CLEAR HEIGHT	KITCHEN EXHAUST
3101	2,095 SF	543 SF	26'-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'-6"	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	26'-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

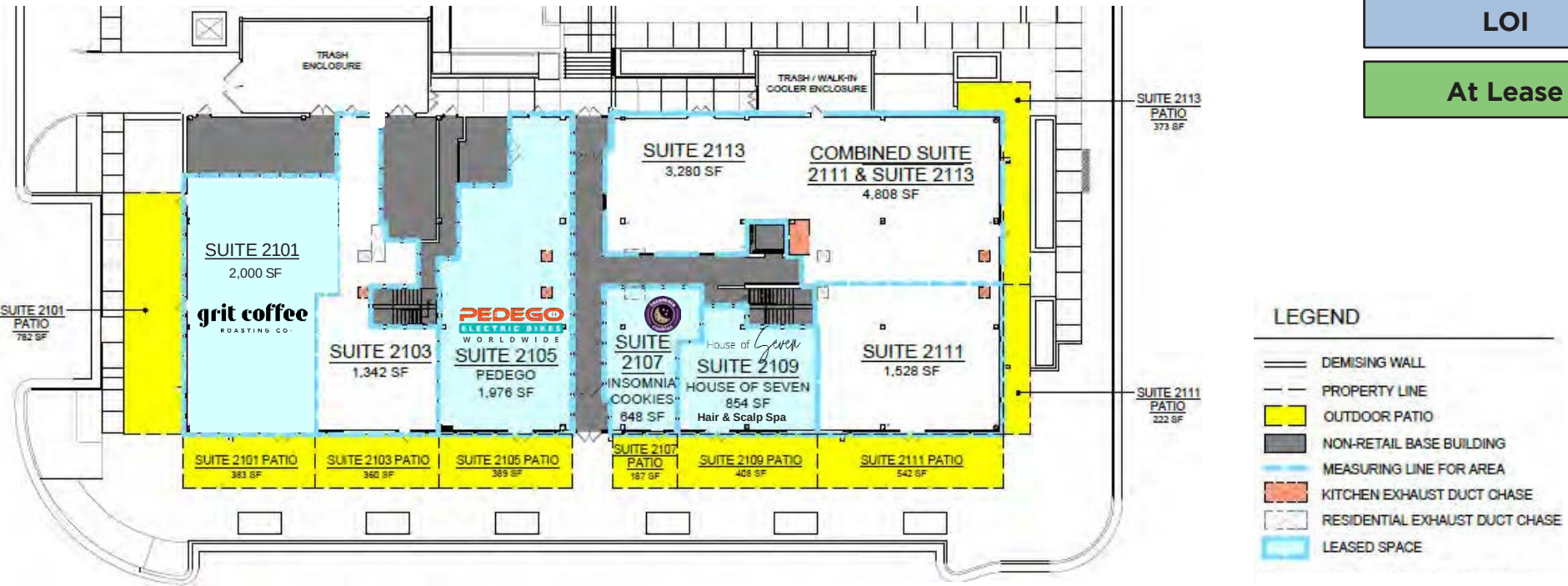
Site Plan - Building 2

KEY:

Executed Lease

LOI

At Lease



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	29'-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	39'-4"	17'-0"	YES

Why Williamsburg

Overview

Williamsburg is located within the Historic Triangle, which includes three historic colonial communities situated on the Virginia Peninsula, bounded by the York River to the north and the James River to the south. Greater Williamsburg, with a population of more than 94,000, has remained one of the fastest-growing regions in Virginia over the past three decades. Known for its compelling history, Williamsburg is also home to the nation's largest outdoor educational living museum and offers a vibrant mix of cultural and recreational activities that appeal to a wide range of interests. From a thriving music and arts scene to highly rated dining and outdoor adventures, the area blends historical charm with modern appeal.

While Williamsburg continues to serve as a cultural anchor of the Historic Triangle, its economy is driven by a diverse array of sectors, including education, tourism, defense, and healthcare. The College of William & Mary, one of the nation's oldest and most respected institutions, plays a significant role in the local economy alongside major employers such as Anheuser-Busch/InBev, Colonial Williamsburg Foundation, Yorktown Naval Weapons Station, Sentara Medical Center, and SeaWorld Parks & Entertainment.

New Sports Facility

The Greater Williamsburg Sports and Events Center, a 200,000 SF indoor facility set to **open in 2026**, will feature 12 basketball courts convertible for volleyball, pickleball, and turf sports—including the largest conversion turf system in the U.S. Designed to host national tournaments, community events, and recreational programs, the center aims to boost regional sports tourism and serve as a premier destination for athletes and families.



**40% of US
Population**
WITHIN 500 MILE RADIUS



**Direct Daily
Connectivity**
TO MAJOR EAST COAST HUBS

THE COLLEGE OF WILLIAM AND MARY



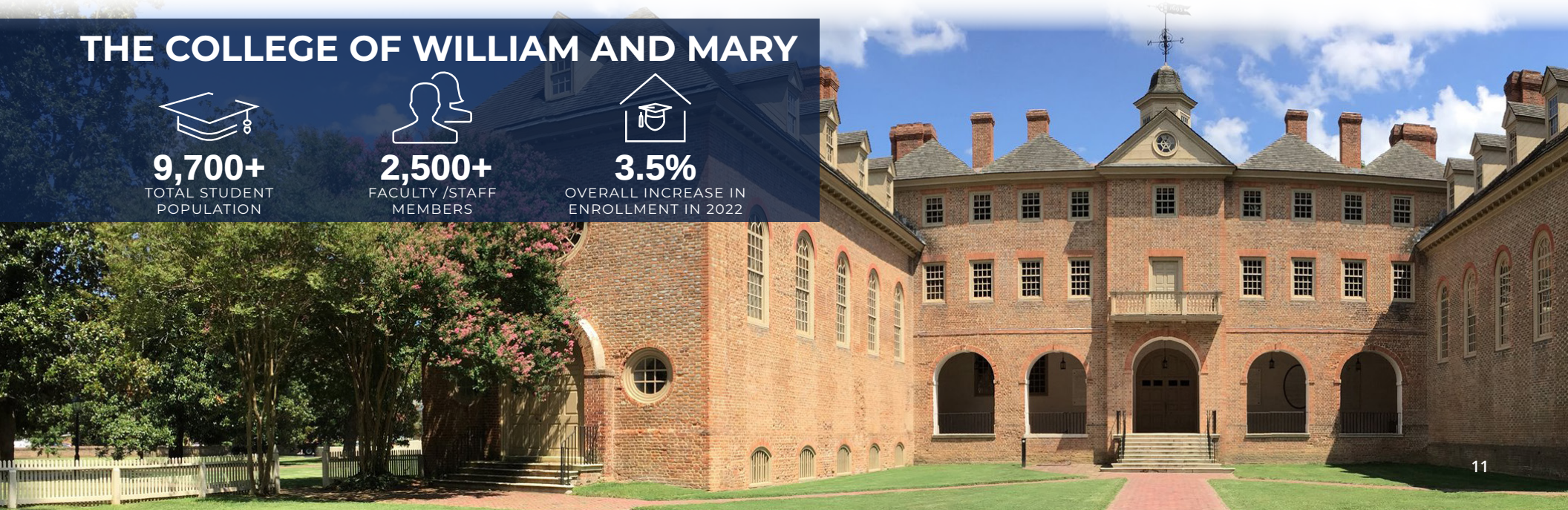
9,700+
TOTAL STUDENT
POPULATION



2,500+
FACULTY /STAFF
MEMBERS



3.5%
OVERALL INCREASE IN
ENROLLMENT IN 2022



Key Business Sectors

75,653
Employees

Civilian Labor Force

77,885
Employees

Food & Beverage

8,945
Employees

Tourism Employment

700+
Establishments

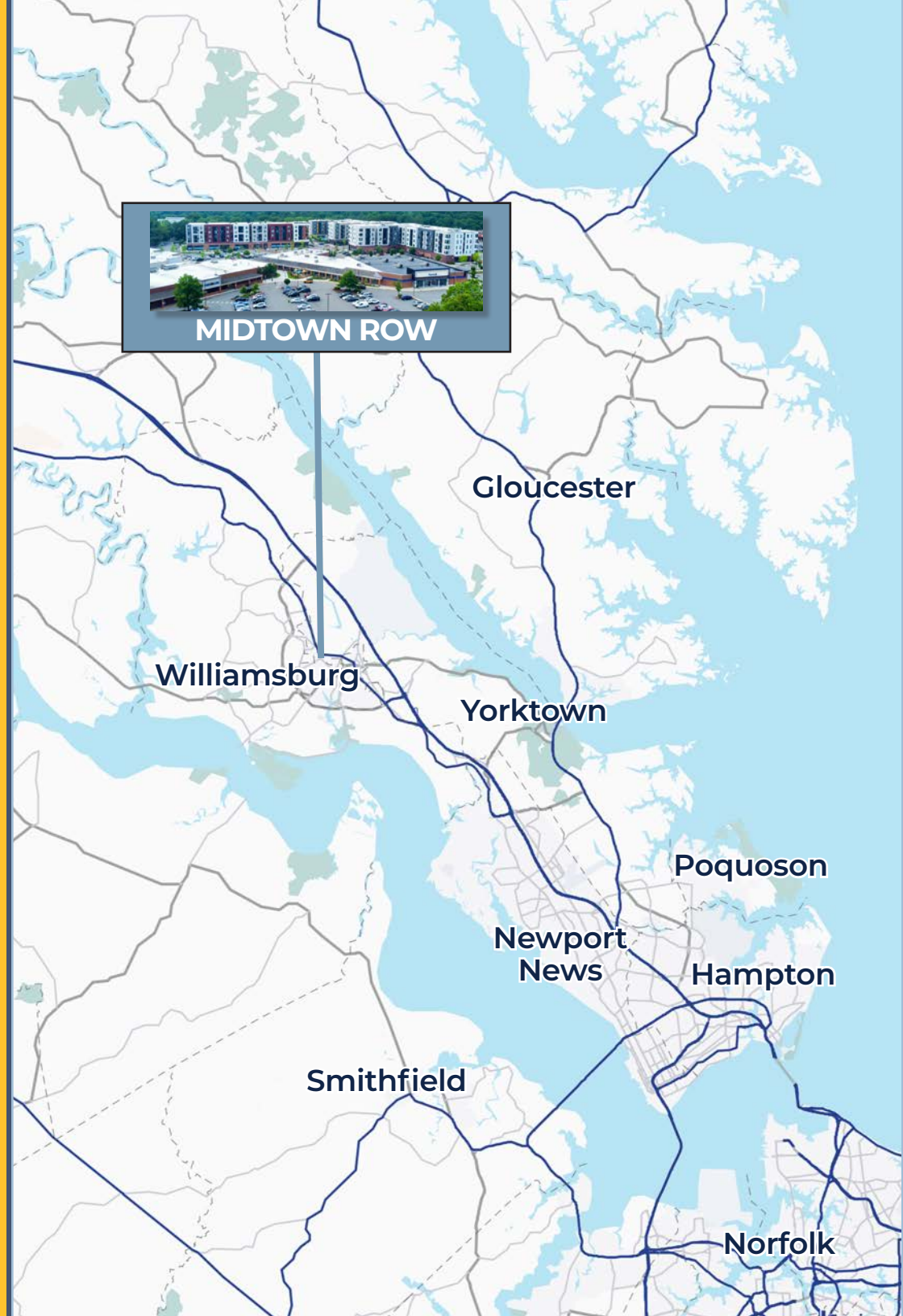
Tourism & Education



Interstate Access
I-64 CONNECTS TO I-95 & I-81



Amtrak Service
TO DC, NEW YORK, AND
BEYOND



Tourism

Tourism on a regional, natural, and international level is another major driver of the Hampton Roads economy and includes beaches, state parks, and other natural resources as well as internationally-known historic sites in addition to museums, theme parks, sports, festivals, conventions, and shopping

Specific major attractions include:

- Virginia Beach Oceanfront and Boardwalk
- Historic triangle of Colonial Williamsburg, Jamestown, and Yorktown.
- Virginia Aquarium
- Busch Gardens Williamsburg
- Water Country USA
- Williamsburg Sports & Events Center (2026)



\$5.1 BILLION

IN ANNUAL VISITOR SPENDING

45,000 +

JOBS SUPPORTED BY TOURISM

Military & Defense

Hampton Roads has the largest concentration of military personnel in the U.S. outside of the Pentagon in Washington, D.C. There are 18 military installations in the region with Army, Navy, Air Force, Marine, Coast Guard, and Joint Service Commands. The region is also headquarters for NATO's Allied Command Transformation, which is also the only NATO headquarters located on U.S. soil.

\$125 Billion Economic Impact



465,000

ACTIVE DUTY MILITARY,
FAMILY MEMBERS &
RETIREES

150,000

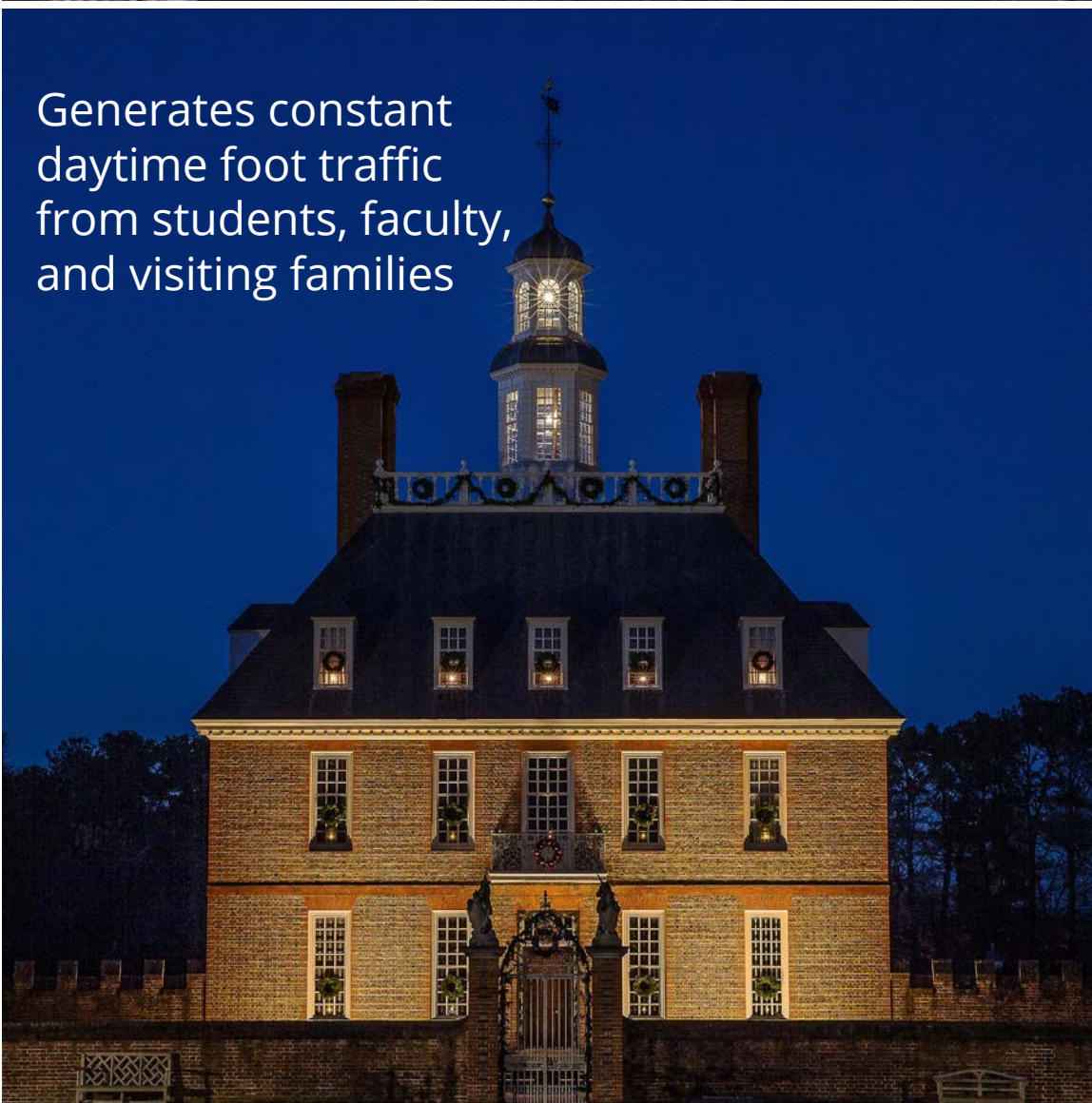
MILITARY & FEDERAL
CIVILIAN PERSONNEL
EMPLOYED ON BASES

146,000

ACTIVE DUTY MILITARY
AND RESERVE

Demographic Overview

	1-Mile	3-Mile	5-Mile
Population			
2024 Est. Population	9,674	41,651	79,414
2029 Proj. Population	9,862	43,164	82,660
Change 2024 - 2029	1.9%	3.6%	4.1%
2024 Median Age	23.7	38.9	44.3
Households			
2024 Households	2,763	16,806	32,208
2029 Proj. Households	2,899	17,744	34,000
Change 2024 - 2029	4.9%	5.6%	5.6%
2024 Income			
Average HH Income	\$95,997	\$121,517	\$130,574
Median HH Income	\$64,879	\$81,945	\$96,221
Per Capita Income	\$28,699	\$49,418	\$53,021
2024 Housing Units			
Total Housing Units	3,482	18,844	35,458
Owner Occupied Units	1,091	9,262	21,811
Renter Occupied Units	1,672	7,544	10,397
Vacant Units	719	2,038	3,250
2022 Employment			
# of Employees	14,362	67,694	84,320
# of Businesses	448	2,236	3,145



Generates constant
daytime foot traffic
from students, faculty,
and visiting families

Aerial View





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MIDTOWN | ROW

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