



134 N Henry Street, Williamsburg, VA

Merchants Square

Prime retail & office space available in Colonial Williamsburg

Merchants Square is a premier open-air lifestyle center in downtown Williamsburg, Virginia, between Colonial Williamsburg and the College of William & Mary. Featuring 239,606 SF of retail and 60,804 SF of office space, it offers historic charm, walkability, and strong year-round foot traffic from 2.1 million annual visitors and over 10,000 students and faculty. The center includes boutique shops, chef-driven restaurants, and office suites, enhanced by events like farmers markets and festivals. With 1,244+ parking spaces and proximity to Busch Gardens, Jamestown, and the Hampton Roads metro area, it's a top destination for businesses.

Accelerating success.

Retail &
Office
Available For
Lease

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Property Highlights



Up to 10,000 SF
Office Space
Available



Up to 4,920
SF Retail
Space
Available



Located in
the heart of
Williamsburg



Co-Tenancy
including LuLu
Lemon, Chico's,
Talbots, Mellow
Mushroom and
more



Highest HH
Incomes in
Williamsburg
& a Strong
Daytime Office
Population



Easily
Accessible to
the College
of William &
Mary



	1-Mile	3-Mile	5-Mile
Population			
2025 Est. Population	8,042	39,865	69,457
2030 Proj. Population	8,274	41,334	77,567
Change 2025 - 2030	0.57%	0.73%	0.89%
2025 Median Age	22.7	38.6	43.0
Households			
2025 Households	1,583	15,624	30,044
2030 Proj. Households	1,747	16,467	31,764
Change 2025 - 2030	1.99%	1.06%	1.12%
2025 Income			
Average HH Income	\$108,967	\$125,424	\$132,927
Median HH Income	\$76,752	\$87,010	\$97,927
Per Capita Income	\$31,106	\$49,574	\$53,713
2025 Housing Units			
Total Housing Units	1,948	17,413	33,194
Owner Occupied Units	42.4%	52.8%	59.8%
Renter Occupied Units	38.9%	36.9%	30.8%
Vacant Units	18.7%	10.3%	9.5%
2025 Daytime Population			
# of Workers	12,798	29,689	47,176
# of Residents	4,8223	20,706	38,685

345 Duke of Gloucester St	Up to 4,920 SF
345 W Duke of Gloucester St	2,420 SF
409-B W Duke of Gloucester St	1,599 SF
415 W Duke of Gloucester St	1,917 SF

345 Duke of Gloucester St	Up to 10,000 SF
410 Duke of Gloucester St	150-543 SF
440 Duke of Gloucester St	5,000 SF



Site Plan



Retail Map



Convenient access to Richmond Road, the main corridor in Williamsburg



Located within walking distance from the College of William & Mary Campus



Property Photos



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