



Colonial Williamsburg's
**MERCHANTS
SQUARE**

Retail & Office Space for Lease

Table of Contents



Property Overview Page 3

Highlights Page 4

Site Plan Page 5

Local Area Page 6-7

Demographics & Market Page 8

Additional Photos Page 10



Dave Redmond

Senior Vice President
dredmond@divaris.com
757.333.4310



Elizabeth Napolitano

Assistant Vice President
elizabeth.napolitano@divaris.com
757.333.4331





PROPERTY **Overview**

Merchants Square is an open-air mixed-use lifestyle center anchoring historic downtown Williamsburg, Virginia and its surroundings. Clustered along iconic brick-paved, pedestrian-only Duke of Gloucester Street, is a genuinely national, iconic shopping, dining, and work destination. Nestled between historic Colonial Williamsburg and William and Mary, an elite national university, Merchant's Square is vibrant, beautiful, and bustling. Its historic buildings, tree-lined spaces, and abundant outdoor cafes evoke elegant foreign capitals. The finest restaurants, luxury clothiers, purveyors of fine gifts, a winery tasting room, theater, historic boutique offices, and the Colonial Williamsburg Foundation itself, all call Merchant's Square home.

The available commercial space offers up to 5,000 square feet of retail and approximately 10,000 square feet of office space in various configurations. With an impressive 2.1 million visits in the past year and an average dwell time of 71 minutes, it provides a dynamic environment for businesses. Accessibility is optimized with 1,244 visitor parking spaces within walking distance, spread across six surface lots and two city parking decks, along with ample street parking. This strategically positioned space caters to businesses seeking a professional and accessible setting.

MERCHANTS SQUARE

Highlights

- ✘ Total GLA: 239,606 square feet retail & 60,804 square feet office
- ✘ Up to 4,920 SF retail and up to 10,000 SF office available for lease.
- ✘ Renowned area destinations include Colonial Williamsburg, Busch Gardens, Water Country USA, Jamestown Settlement, Great Wolf Lodge and Yorktown Victory Center.
- ✘ Immediately adjacent to William and Mary, an elite national university with 9,650 students and 650 staff, and Colonial Williamsburg, a world class national tourist destination.
- ✘ Year-round events, concerts, and attractions on site, including a celebrated weekly farmers market hosting 1,500 visitors every Saturday.
- ✘ Close proximity to major metropolitan Hampton Roads and Richmond regions, with a 1.3 million strong workforce in commuting distance.



C8a964



CRIFT HOUSE



Available 1st Floor Retail Spaces

345 Duke of Gloucester St	Up to 4,920 SF
403 Duke of Gloucester St	5,342 SF (2 nd Gen. Restaurant)
407 Duke of Gloucester St	596 SF
425 Prince George St	1,762 – 3,524 SF

Available 2nd Floor Office Space

345 Duke of Gloucester St	Up to 10,000 SF
410 Duke of Gloucester St	150 – 543 SF


WILLIAM & MARY
 9,654 STUDENTS
 742 FACULTY
 1,200 ACRES

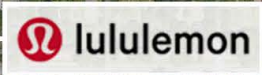


MERCHANTS SQUARE
Site Plan

COLONIAL WILLIAMSBURG VISITOR CENTER



WILLIAM & MARY
9,654 STUDENTS
742 FACULTY
1,200 ACRES



WILLIAMSBURG CAPITOL BUILDING

DUKE OF GLOUCESTER ST

MERCHANTS SQUARE



LOCAL AREA
Retail

Richmond Rd

Lafayette St

132 Stny

Colonial Nat'l Historical Pkwy

Page St

LAYFAYETTE ST

2nd St

RICHMOND RD

N Henry St

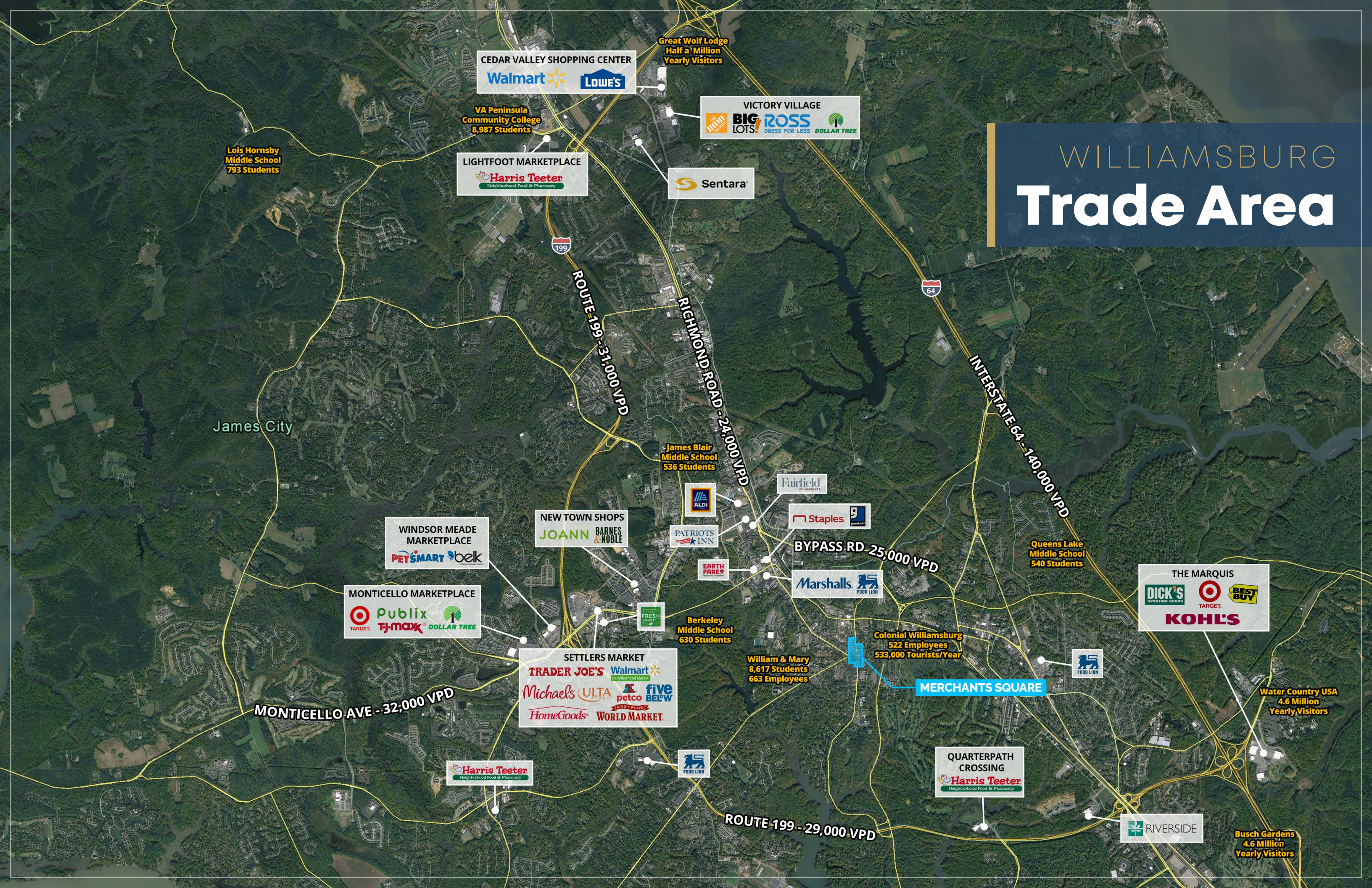
JAMESTOWN RD

Francis St E

132

Pennim

WILLIAMSBURG Trade Area



CEDAR VALLEY SHOPPING CENTER
Walmart LOWE'S

Great Wolf Lodge
Half a Million
Yearly Visitors

VA Peninsula
Community College
8,987 Students

VICTORY VILLAGE
BIG LOTS ROSS DOLLAR TREE
LOTS DRESS FOR LESS

Lois Hornsby
Middle School
793 Students

LIGHTFOOT MARKETPLACE
Harris Teeter
Neighborhood Food & Pharmacy

Sentara

ROUTE 199 -- 31,000 VPD

RICHMOND ROAD -- 27,000 VPD

INTERSTATE 64 -- 140,000 VPD

James City

James Blair
Middle School
536 Students

WINDSOR MEADE
MARKETPLACE
PETSMART belk

NEW TOWN SHOPS
JOANN BARNES & NOBLE

Staples

ALDI

Fairfield
BY MARRIOTT

BYPASS RD 25,000 VPD

Queens Lake
Middle School
540 Students

MONTICELLO MARKETPLACE
TARGET Publix TJ-maxx DOLLAR TREE

PATRIOTS
INN

Marshalls
FOOD LION

EARTH
FARE

Berkeley
Middle School
630 Students

Colonial Williamsburg
522 Employees
533,000 Tourists/Year

THE MARQUIS
DICK'S SPORTING GOODS TARGET BEST BUY KOHL'S

MONTICELLO AVE -- 32,000 VPD

SETTLERS MARKET
TRADER JOE'S Walmart
Michaels ULTA petco five BELOW
HomeGoods WORLD MARKET

William & Mary
8,617 Students
663 Employees

MERCHANTS SQUARE

Water Country USA
4.6 Million
Yearly Visitors

Harris Teeter
Neighborhood Food & Pharmacy

FOOD LION

QUARTERPATH
CROSSING
Harris Teeter
Neighborhood Food & Pharmacy

ROUTE 199 -- 29,000 VPD

RIVERSIDE

Busch Gardens
4.6 Million
Yearly Visitors

Demographics

1 MILE

8,226
Population

22.8
Median Age

2.6
Average Household Size

\$74,642
Median Household Income

EDUCATION

4%
No High School Diploma



20%
High School Graduate



25%
Some College



51%
College Degree

BUSINESS



372
Total Businesses



26,991
Total Employees

3 MILES

39,399
Population

38.8
Median Age

2.2
Average Household Size

\$80,443
Median Household Income

EDUCATION

4%
No High School Diploma



19%
High School Graduate



24%
Some College



53%
College Degree

BUSINESS



1,751
Total Businesses



64,853
Total Employees

5 MILES

73,518
Population

42.8
Median Age

2.3
Average Household Size

\$86,660
Median Household Income

EDUCATION

3%
No High School Diploma



18%
High School Graduate



24%
Some College



55%
College Degree

BUSINESS



2,779
Total Businesses



81,347
Total Employees

THE WILLIAMSBURG Market

Founded in 1632, Williamsburg was the first — and for a long time, the only — municipality in Virginia, making it the political, educational, and social center of the largest and wealthiest of the 13 colonies. In 1699, Williamsburg succeeded Jamestown, the first permanent English-speaking settlement in the New World, as Virginia's Colonial Capital.

As of January 2021, the Williamsburg area (City of Williamsburg, James City County, and York County) civilian labor force was 75,653 and the area unemployment rate was 6.45%. Due to Williamsburg's close proximity to major metropolitan areas in Hampton Roads and Richmond, a workforce of 1.3 million are within commuting distance of the City, and residents share a wide variety of occupational and career choices.

In the City of Williamsburg, over 93% of the population 18 years and older hold a high school diploma or GED. Moreover, of individuals 25 to 64, over 50% have a bachelor's degree or higher which compares with 33.7% in the nation.

The City of Williamsburg's economy is largely supported by tourism and education, with two world-class institutions, William & Mary and the Colonial Williamsburg Foundation, at the core. The majority of the 700 business establishments within the City either fall into the retail trade or accommodation and food services category, which cater to the 6-8 million annual area visitors.

The Virginia Tourism Corporation reports \$30.3 billion in direct visitor spending in the state for 2022. Locality reports for 2022 will be available in September of 2023. The major tourist attraction Colonial Williamsburg sold 533,700 tickets in 2019. In the fall of 2022, the renowned William & Mary enrolled approximately 9,517 students who provide creativity, energy, and intelligence to this vibrant City.

chico's lululemon



TALBOTS



SALADWORKS

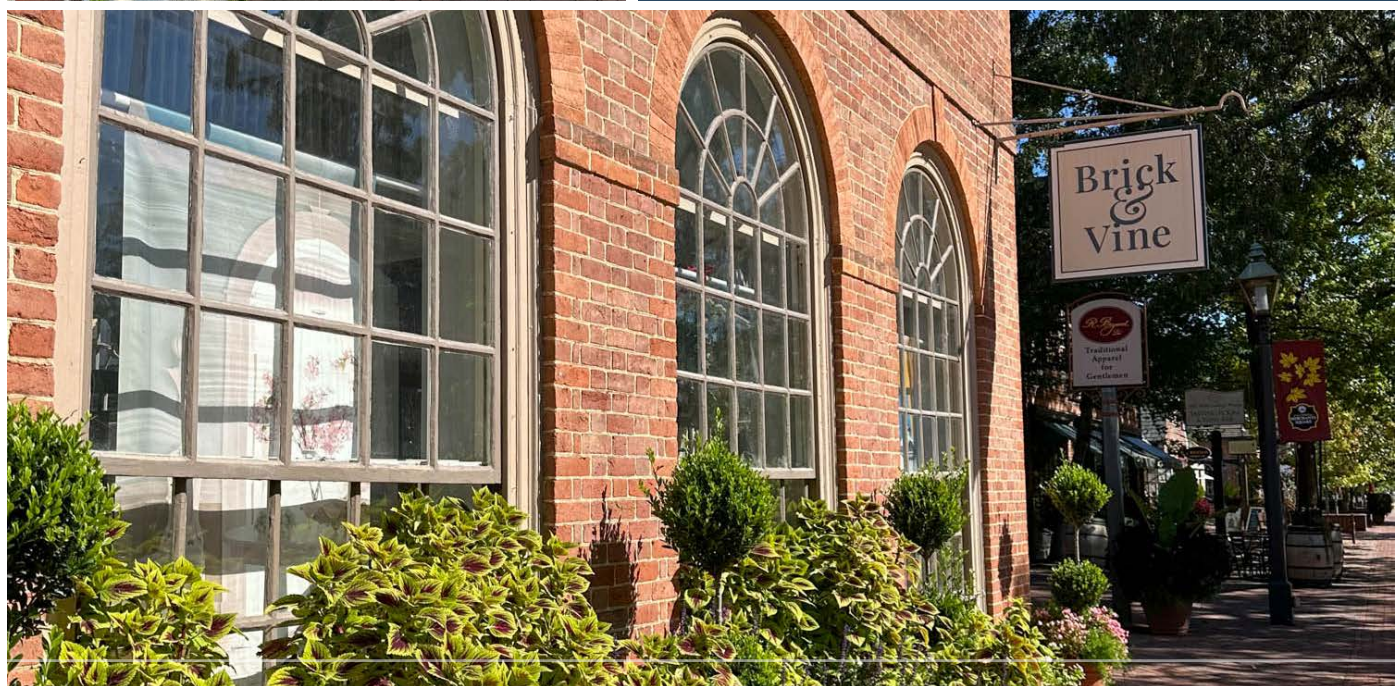


"That sea change is evident in the bustling Merchants Square, where nearly 100-year-old general stores share sidewalks with contemporary boutiques and trendy taprooms. That's the magic of Williamsburg. Whether you come here for the unmatched historic character or craft brews, the friendly neighbors, or the bucolic beauty, it's a place that reels you in and keeps calling you back for more."

Southern Living Magazine, July 2023 (CLICK FOR ARTICLE)



ADDITIONAL
Pictures



BRICK & VINE



4525 Main Street | Suite #900 | Virginia Beach, Virginia | 757.497.2113 | [DIVARIS.COM](https://www.divaris.com)

Cover photo courtesy of Greater Williamsburg Chamber of Commerce