



**OUTLETS
& MARKETPLACE**
- WILLIAMSBURG -



ANNUAL VISITORS

1.2 million

UNIQUE VISITORS

589,500

VISIT FREQUENCY

2.27/year

AVG. DWELL TIME

40 min

AVG. HOUSEHOLD INCOME

\$97,929

SIZE

261,831 SF

NUMBER OF STORES

38

KEY DATES

Opened 1991;
Redeveloped
2022

NUMBER OF PARKING SPACES

1,432

PARKING RATIO

5:1,000

Market Demographics

Source: Source to Placer 2023 STI Popstats

STATS	30 MILES	45 MILES	60 MILES
POPULATION	355,392	545,850	878,325
HOUSEHOLDS	145,588	221,138	355,576
AVG. PERSONS/HOUSEHOLD	2.35	2.38	2.39

AVG. AGE	38.53	39.44	40.24
MEDIAN AGE	35.87	37.15	38.14
HOUSEHOLDS WITH CHILDREN	25.2%	26.4%	26.7%

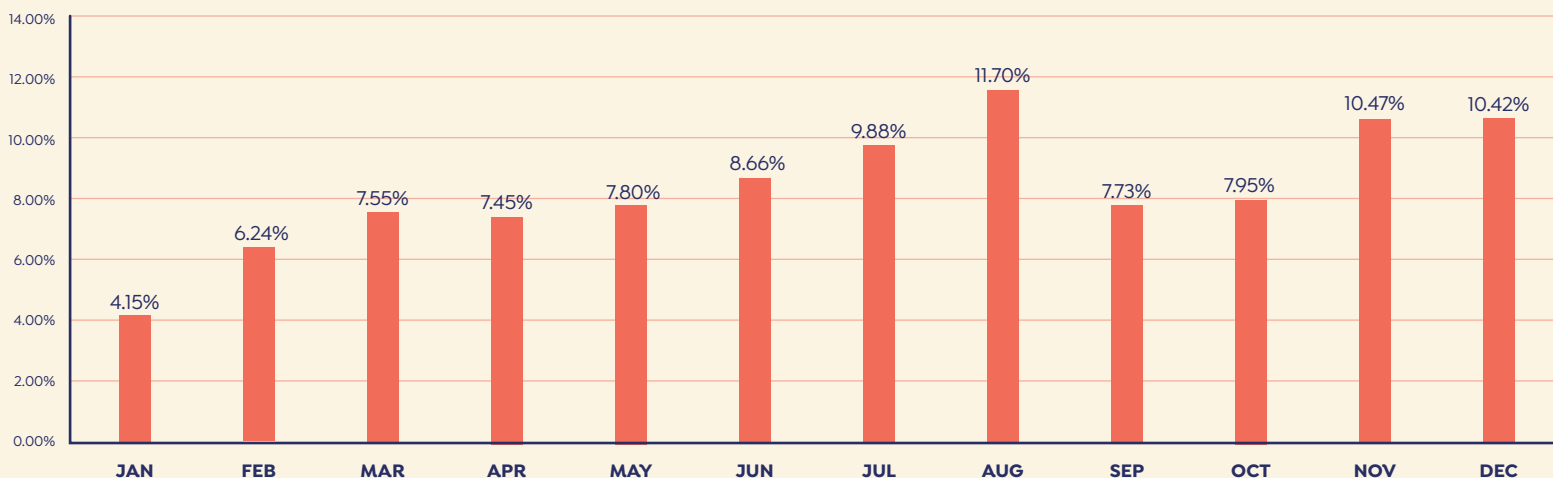
ETHNICITY

WHITE	79.7%	82.4%	81.9%
BLACK	7.2%	5.2%	5.1%
HISPANIC	5.0%	5.1%	6.4%
OTHER	4.6%	4.4%	4.1%
ASIAN	3.5%	2.9%	2.5%

AVG. HOUSEHOLD INCOME	\$97,929	\$97,302	\$91,997
-----------------------	----------	----------	----------

Seasonality Chart

Source: March 2023 - February 2024 Tenant Sales





Featured Stores

American Eagle Outfitters
Bath & Body Works
Carter's Babies & Kids
Coach
Columbia Factory Store
Eddie Bauer Outlet
Famous Footwear
Game Day Outlet
HanesBrands
Lee | Wrangler Clearance
Nike Clearance
Old Navy Outlet
Polo Ralph Lauren
Rack Room Shoes **NEW**
Skechers
Under Armour





Distance to...

MAJOR CITIES

IOWA CITY	22 miles
CEDAR RAPIDS	23 miles
QUAD CITIES	72 miles
DES MOINES	80 miles

POINTS OF INTEREST

AMANA COLONIES	10 miles
UNIVERSITY OF IOWA	23 miles
LAKE MCBRIDE STATE PARK	24 miles
RIVERSIDE CASINO	28 miles
MESKWAKI CASINO	40 miles

Nearest Competition

CENTER	DISTANCE (MILES)	KEY TENANTS
Coral Ridge Mall	21	DILLARD'S, SCHEELS, SEPHORA, TARGET, JCPENNY
Westdale Town Center	23	JCPENNY, ROSS DRESS FOR LESS, BURLINGTON
Lindale Mall	30	VON MAUR, JO-ANN, PLANET FITNESS
Outlets of Des Moines	78	NIKE FACTORY STORE, MICHAEL KORS OUTLET, POLO RALPH LAUREN FACTORY STORE

FOR LEASING INFORMATION, CONTACT:

MARC GURSTEL

✉ mgurstel@igniteretailpartners.com
☎ 612.423.3350

RON SIMKIN

✉ simkingroup@gmail.com
☎ 901.484.7099

MATT CHANDLER

✉ matt@igniteretailpartners.com
☎ 260.414.7962

OWNERSHIP

LEASING & MARKETING

PROPERTY MANAGEMENT

SINGERMAN
REAL ESTATE

IGNITE
RETAIL PARTNERS

AVISON
YOUNG