



**WILLIAMSBURG  
PREMIUM OUTLETS®**  
A SIMON CENTER

WILLIAMSBURG, VIRGINA



Good Coast

Chick-fil-A

SUNGLASS HUT

HUGO BOSS  
FACTORY STORE

Ann Taylor  
BOUTIQUE

Bath & Body Works

Tommy Bahama's

## PROPERTY OVERVIEW

# WILLIAMSBURG PREMIUM OUTLETS®

WILLIAMSBURG, VA

### MAJOR METROPOLITAN AREAS

Norfolk	45 miles
Richmond	50 miles
Virginia Beach	60 miles

### RETAIL

GLA (sq. ft.) 522,000; 135 Stores

### OPENING DATES

Opened 1988  
Expanded 2008

### PARKING RATIO

4.7:1

### RADIUS POPULATION

15 miles:	159,593
30 miles:	609,045
45 miles:	1,890,428

### AVERAGE HH INCOME

30 miles: \$74,664

### SELECT TENANTS

Ann Taylor Factory Store, Banana Republic Factory Store, Burberry Factory Outlet, Coach Factory Store, Cole Haan Outlet, Dooney & Bourke, HUGO BOSS, J.Crew Factory, kate spade new york, Lucky Brand Outlet, Michael Kors Outlet, Nautica, NikeFactoryStore, The North Face, Polo Ralph Lauren Factory Store, Talbots Outlet, Under Armour, White House | Black Market

### TOURISM / TRAFFIC

A strong customer mix of tourists and residents is drawn to this easily accessible location including a significant number of beach goers en route to Virginia Beach and the Outer Banks of North Carolina. Annually over six million tourists visit the Historic Triangle. Additionally, a solid economic climate is supported by the United States' largest concentration of military installations and key employers including Thomas Jefferson Laboratories, NASA Langley Research Center, Northrop Grumman and Smithfield Foods. Boasting a large collegiate market over 83,000 strong, the area hosts affluent student populations, including The College of William and Mary.

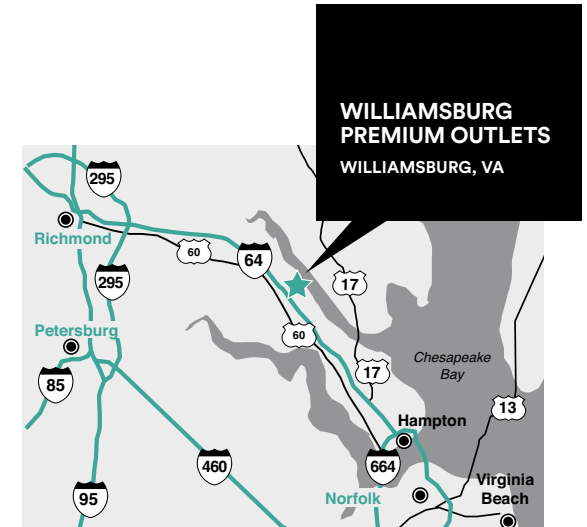
### MAJOR ATTRACTIONS

The Williamsburg area, rich in history, boasts nearby attractions including Busch Gardens, Colonial Williamsburg, Great Wolf Lodge, James River Plantations, Jamestown Settlement, Water Country USA and Yorktown Victory Center.

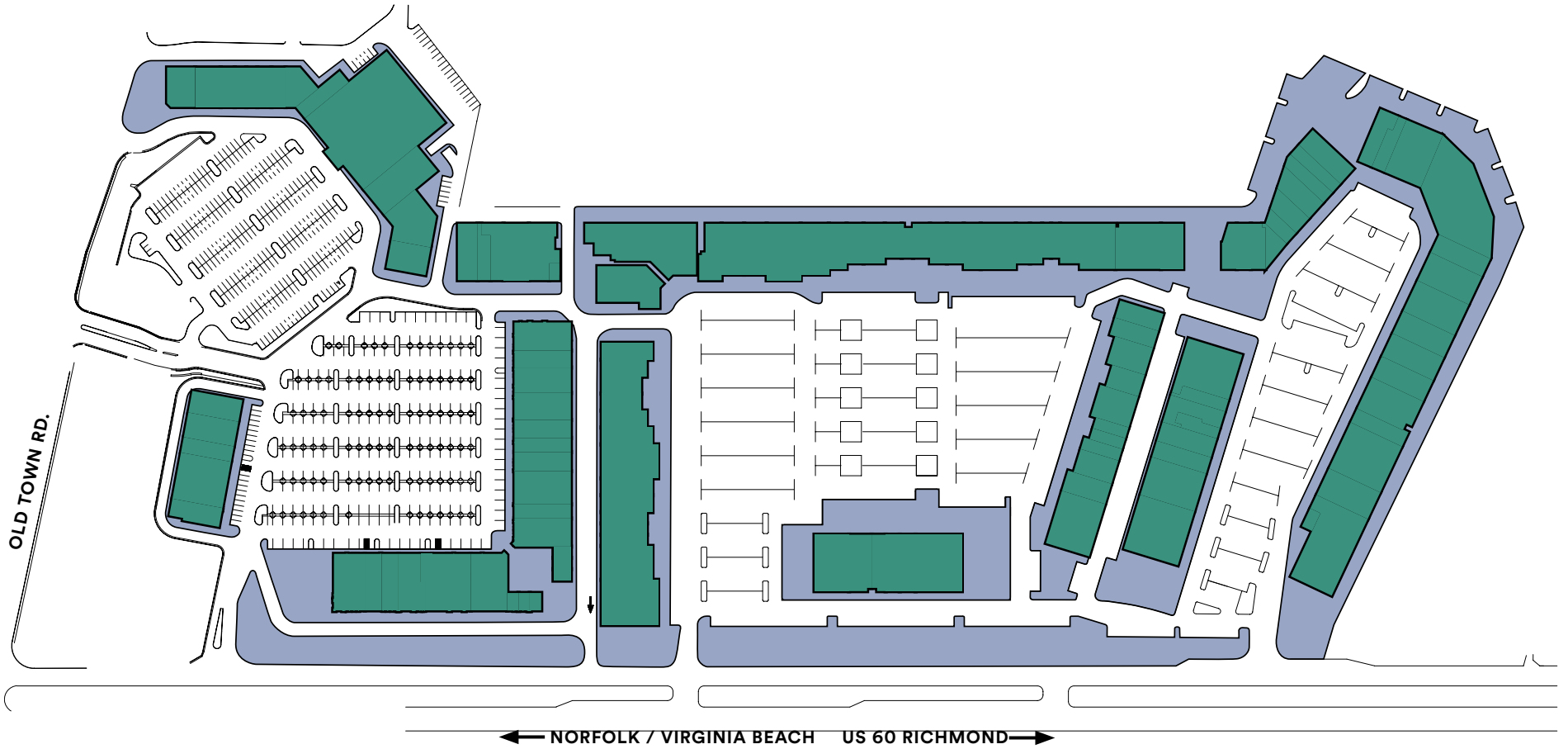
### LOCATION / DIRECTIONS

Williamsburg Premium Outlets is equidistant from Richmond and Norfolk, and easily accessible off of I-64 and Rte. 60, which leads to Virginia Beach and the Outer Banks of North Carolina.

- From Richmond: Take I-64E to Exit 234, then exit onto Rte. 60E toward Williamsburg
- From Norfolk, Newport News & Virginia Beach: Take I-64W onto Exit 234A, then exit onto Rte. 60E toward Williamsburg



# MASTER PLAN



AERIAL OVERVIEW



# SURROUNDING AREA CENTERS

- Simon Centers
- Competition

- 1 Williamsburg Premium Outlets®
- 2 Chesapeake Square
- 3 City Center at Oyster Point
- 4 The Gallery at Military Circle
- 5 Macarthur Center
- 6 New Town Shops on Main
- 7 Patrick Henry Mall
- 8 Peninsula Town Center
- 9 The Shops at White Oak Village
- 10 Southpark Mall
- 11 Virginia Center Commons



## OTHER RETAIL

SHOPPING CENTERS	GROSS LEASABLE AREA	ANCHORS	DISTANCE / DRIVE-TIME
<b>New Town Shops on Main</b> Williamsburg, VA	600,000 sf	Barnes & Noble, Chico's	2.8 miles / 5 minutes
<b>Patrick Henry Mall</b> Newport News, VA	667,000 sf	Dillard's, JCPenney, Macy's	19.4 miles / 25 minutes
<b>City Center at Oyster Point</b> Newport News, VA	230,000 sf	Jos. A. Bank Clothiers, LOFT	21.5 miles / 30 minutes
<b>Peninsula Town Center</b> Hampton, VA	1,690,000 sf	Barnes & Noble, JCPenney, Macy's, Target	26.7 miles / 36 minutes
<b>Southpark Mall</b> Colonial Heights, VA	627,000 sf	JCPenney, Macy's, Sears	36.4 miles / 45 minutes



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Simon is a global leader in retail real estate ownership, management and development and an S&P 100 company (Simon Property Group, NYSE:SPG).