

CULTIVATE new jobs and investments



Midtown Row

In September 2020, the City celebrated the Topping Off ceremony for Midtown Row, a \$120 million, 25-acre vertical mixed-use redevelopment project. With 237,520 square feet of commercial product and 240 residential units, Midtown Row repurposes a former Shopping Center at Richmond Road and Monticello Avenue and is reflective of the retail revolution and transformation of vacant and older retail properties into mixed-use centers. This transformative project is on track to be completed by August 2021 and is on target for leasing, with 50 leases signed and an additional 60 applications in the pipeline. Visit midtownrowwilliamsburg.com.

Earth Fare

In February 2020, as part of a company-wide bankruptcy, Earth Fare announced the closure of all its stores in the United States. A new owner purchased the company and the Williamsburg EDD worked diligently to include Williamsburg's location in the first set of store reopenings. Earth Fare is a key anchor in Midtown Row, and in September 2020, the community enthusiastically welcomed back this 24,000 square foot specialty grocer.



"We are really looking forward to coming back to Williamsburg! The support from [the] community and the charge lead by local team members advocating for this location was so impressive." - Dennis Hulsing, Owner, Earth Fare

2020
DISCRETIONARY
INCENTIVES
AWARDED

\$369,140.63
Incentives awarded to Businesses

\$703,866.93
Net new taxes to the City*

*represents net new direct tax revenue to the City. Economic impact is larger.