



The Colonial Williamsburg
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Colonial Williamsburg's Merchants Square Welcomes Six New Tenants

New tenants include three new office spaces, two stores and one new restaurant

WILLIAMSBURG, Va. (April 12, 2022) – In the coming weeks, Colonial Williamsburg's Merchants Square will celebrate the grand openings of six new businesses: three offices, two stores and one restaurant. In addition, several streets and parking areas throughout the area are being resurfaced, including North Boundary Street, to make the historic shopping district's expanded retail and dining offerings more accessible.

"We are so excited to welcome this wave of new businesses to Merchants Square, especially as they offer a variety of services," said Keith Johnson, Colonial Williamsburg's director of commercial and residential property. "As more offices, stores and restaurants choose Merchants Square as their home, the area continues to develop into a must-stop destination in the Williamsburg area."

The new offices opening in Merchants Square are:

- **Shaheen, Ruth, Martin & Fonville Real Estate:** a full-service brokerage assisting residents looking to buy and sell property in the Greater Richmond or Central Virginia, Williamsburg, Northern Neck, Middle Peninsula, and Wintergreen markets.
- **CowanGates:** a multi-practice law firm whose Williamsburg location will initially focus on real estate law, including contract and closing negotiations, construction and permanent financing, lease negotiations, easement agreements, covenants, and other real estate matters.
- **Sarah Wood Photography:** an independent photography studio offering newborn and family photography. Operating in Williamsburg since 2015, the business has relocated to Merchants Square.

The two new retail stores are:

- **Sole Provisions:** a premium comfort footwear retailer which recently opened to customers and will host a grand opening in April.

- **William and Harry:** a menswear store that features johnnie-O sportswear has leased a new storefront, which is currently under construction and is anticipating a ribbon-cutting ceremony at the end of April.

Finally, **Saladworks**, a franchise that serves made-to-order entrée salads, wraps, soups, and sandwiches, enters the Williamsburg market for the first time at the space formerly leased as the Bottle Shop. The restaurant features outdoor dining, carry-out and interior seating, making it perfect for families of all sizes strolling through the district.

In the meantime, North Boundary Street is undergoing improvements. The Shoe Attic and Three Cabanas, which have retail sites adjacent to the construction, have relocated to Duke of Gloucester Street for the duration of this work and are expected to return to their original storefronts by the end of summer 2022.

The new additions to Merchants Square join more than 40 specialty boutiques with products ranging from apparel to fine jewelry, art, specialty foods and gifts. Merchants Square is recognized as one of the first planned shopping districts in the United States. Built in 1935, Merchants Square was designed to reflect a synthesis of colonial and early 19th-century architecture – design influences collectively known as Colonial Revival.

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The Colonial Williamsburg Foundation preserves, restores and operates Virginia's 18th-century capital of Williamsburg. Innovative and interactive experiences highlight the relevance of the American Revolution to contemporary life and the importance of an informed, active citizenry. The Colonial Williamsburg experience includes more than 600 restored or reconstructed original buildings, renowned museums of decorative arts and folk art, extensive educational outreach programs for students and teachers, lodging, culinary options from historic taverns to casual or elegant dining, the Golden Horseshoe Golf Club featuring 45 holes designed by Robert Trent Jones and his son Rees Jones, a full-service spa and fitness center, pools, retail stores and gardens. Philanthropic support and revenue from admissions, products and hospitality operations sustain Colonial Williamsburg's educational programs and preservation initiatives.