



Peninsula Town Center

1620 MERCHANT LANE, HAMPTON, VA 23666





Site plan



Tenant list

SUITE	OCCUPANT NAME	SF
A1N	Axis Apartments – 162 Units	
A1S	Element Hotel – 127 Rooms	
A105	Smoothie Shop	1,490
A110	Available	1,830
A120	Available	1,813
A130	Canvas 2	3,775
A210	Monsoon	5,075
A230 & A250	Twisted Crab	3,378
B100	Chapman Apartments- 158 Units	2,338
C101	JCPenney	9,432
C102	Available	1,297
C103	Threading	1,001
C104	Available	1,623
C106	Hampton Police	1,784
C108	Painting With A Twist	1,847
C110	Massage Envy Spa	2,967
C112	Cell Fashion	1,393

SUITE	OCCUPANT NAME	SF
D101	Shoe Department. Encore	11,286
D102	Available	1,165
D105	Available	2,190
D106	Available	1,317
D108	Available	1,305
D110	Available	1,870
D112	Kay Jewelers	1,698
D115	Bath & Body Works	3,000
D116	Available	2,227

SUITE	OCCUPANT NAME	SF
F101	Available	29,666
F105	The Skinny Dip	1,423
F107	Mr Fix	817
G100 & G101	Ashley Stewart	5,102
G103	Maintenance & Security Office	4,962
G104	Olive Ole	6,039
G106	Available	3,630
G107	Available	2,898
G110	Greene Turtle	6,568
G111	Available	18,216
G116	PetSmart	14,286
G200	Evo Entertainment	49,500
H101	Available	8,060
H109	Available	4,136
H111	Available	6,052

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SUITE	OCCUPANT NAME	SF	SUITE	OCCUPANT NAME	SF
H113	Available	3,505	M108	Chipotle Mexican Grill	2,502
H115	Miracle Nail Spa	2,419	N101	Target	-
H117	Available	1,731	O100	Outback Steakhouse	6,364
H121	Nexus Clothing	1,881	P100	Panda Express	2,589
H123	Five Guys Burgers & Fries	2,891	S100	Mod Pizza	2,884
H125	Emerson's Cigars	1,590	S200	Domoishi	1,600
H127	Beauty Outlet	25,442	S300	5 Star Nutrition	1,200
H128	Available	7,046	S400	McAllister's Deli	2,795
H130	Ivy Glam	10,793	S500	Kay Jewelers	1,992
H131	Available	539	S600	Chicken Salad Chick	2,650
H135	Buffalo Wild Wings	7,731	T100	Verizon	6,000
J101	LensCrafters	4,195	W100	First Watch	3,135
J103	Cox Communications	3,862	W200	Original Mattress Factory	2,827
J104	Sport Clips	1,260	W300	Navy Federal	2,431
J105	Available	4,010	W400	Smashburger	2,141
J106	Park Lane Tavern	6,620	W500	Mission BBQ	3,600
J107	Available	717	X100	VisionWorks	2,600
K100	Tropical Smoothie	-	X200	The Joint	1,200
K110	Available	-	X300	Crumbl Cookies	1,500
L100	Juan's Mexican Café & Cantina	6,551	X400	Available	2,888
L120	Gold N Diamonds	797	X500	Navy/Marines	2,500
L130	Available	1,709	X600	Mezeh Mediterranean	2,500
M102	Bar Louie	6,682	Y100	Floor & Decor	74,000
M103	Available	1,095	Y101	SkyZone	23,102
M104	Philly Cheesesteak Cafe	1,037	Y103	Latitude Climbing and Fitness	
			Z100	Available	Building pad - 1.14 Acres

Highlights

Annual customer visits to Peninsula Town Center (PTC) are **6,700,000** – higher than any competing open air center or enclosed mall in the trade area

PTC sees significantly more unique customers (**1,110,000**) than any other competing center in the trade area

January - March 2023, PTC experienced an estimated **1.7M** customer visits making it the **#1** trafficked center in the market

The center is home to a brand **new Element Hotel by Marriott**

With the completion of the new 162 unit Class A Axis Apartments, PTC now offers over a total of **400 apartments** in the Center (existing units average **99.1%** occupancy)

PTC offers **130,000 SF** of office space, further adding to daytime traffic

Over **5,000** people work within the Center



Thomas Nelson Community College
(± 11,000 Students)

Hampton Roads Ctr Pky
(± 39,328 VPD)



Coliseum Crossing

Sentara CarePlex Hospital

W Mercury Blvd
(± 11,333 VPD)

N Armistead Ave
(± 22,250 VPD)

Peninsula Town Center
(± 92 Stores)

Coliseum Marketplace

Cooper Elementary School
(± 401 Students)

Paul Burbank Elementary School
(± 400 Students)

Thomas Eaton Middle School
(± 607 Students)

Todd Center

Cunningham Dr
(± 22,441 VPD)

Walmart Supercenter

I-64
(± 173,893 VPD)

Coliseum Dr
(± 11,333 VPD)



W Mercury Blvd
(± 68,011 VPD)

Mercury Plaza



Mixed-use overview





Property highlights

Peninsula Town Center features more than 70 specialty retailers, restaurants, luxury apartments, Element by Westin Hotel, Bryant & Stratton College, professional office spaces, bowling and a movie theater.

DESCRIPTION	Multi-level, open-air, super-regional center
TOTAL SF	1,100,000 SF
RETAIL	569,383 SF plus Target and JCP
OFFICE	131,473 SF
NEW RETAIL	100,000+
LOCATION	I-64 at exit 263 (Mercury Boulevard) in Hampton, VA
RETAIL ANCHORS	Target, JCPenney, H&M, PetSmart, EVO Entertainment, Barnes & Noble, Floor & Decor
TRAFFIC DETAILS	- 6.7 million annual visits - 1.1M unique customers - 87 minute average shop time
AUTO TRAFFIC COUNT	I-64: 174,000 VPD; W Mercury Blvd: 61,000 VPD; Coliseum Dr: 22,000 VPD
TOTAL RESIDENTIAL	400 existing units
HOTEL	Three-story, 126 -room Element Hotel
MARKET	HamptonRoads MSA (1.7 million population)
DESIGNATED ENTERPRISE ZONE	

Market generators

NEW

- Latitude Climbing and Fitness opening 2024
- 49,000 sf EVO Entertainment
- Additional 19 townhomes in addition to 50 newly delivered Chapman Apartments

EXISTING

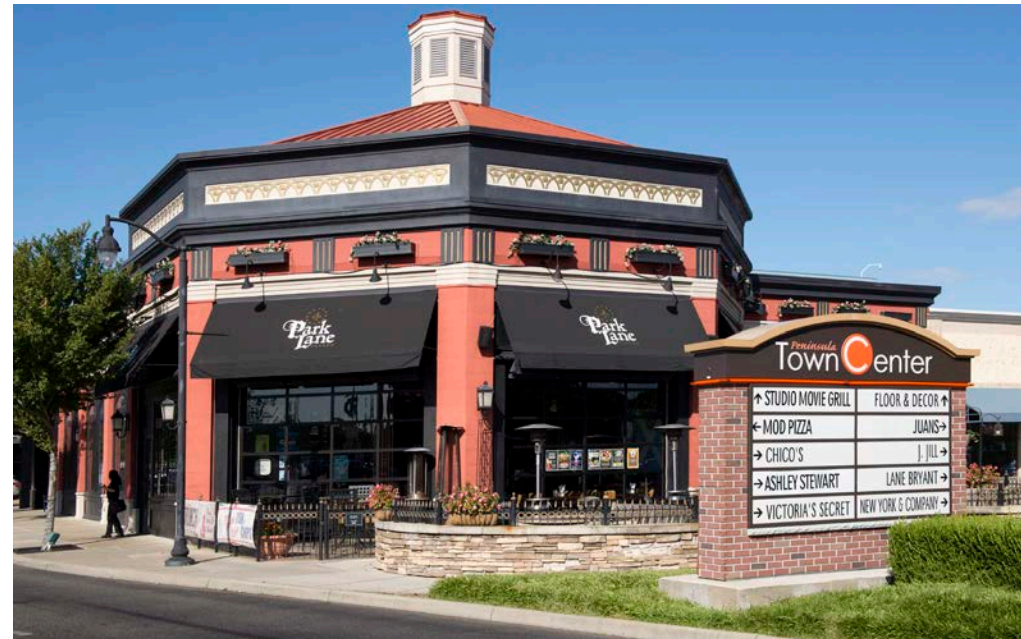
- Over 10,000 college students at Hampton University and CNU (over 20,000 when you include Thomas Nelson CC and Bryant & Stratton)
- Over 900,000 in annual tourist visitors in Hampton alone in 2015
- Over 16,000 Defense and Aerospace professionals (NASA Langley Research Center/ Langley Air Force Base/ National Institute of Aerospace)
- Over 12,000 medical professionals (Sentara CarePlex/Orthopedic Hospital at Sentara/ Hampton VA Medical Center/ HU Proton Therapy Institute/ Riverside Hampton Surgery Center)
- 400 existing residential units onsite
- A restaurant and entertainment destination with over 20 restaurants
- Minutes from Hampton Coliseum (300,000+ visitors annually), Boo Williams Sportsplex (one of the largest youth sports complexes in the Mid-Atlantic with 400,000+ visitors annually, and Hampton Roads Convention Center (300,000+

attends annually)



AT-A-GLANCE

Peninsula Town Center is conveniently located at Interstate 64 and Mercury Boulevard; the primary East-West corridor for the Hampton Roads (Virginia Beach-Norfolk-Newport News) market. The center is a retail hub including anchors Target, H&M, PetSmart, JCPenney, Barnes & Noble, and EVO Entertainment. Peninsula Town Center is ideally situated to attract shoppers from the entire Hampton Roads market. Positioned in front of the highest traffic count on I-64 between Hampton Roads and Richmond, it is within easy grasp of commuters as well as residents. Within a five-mile radius, the average household income is \$80,883 and the population is 200,389.



CENTER RENOVATION & REDEVELOPMENT

Peninsula Town Center went through an entire redevelopment in 2008 and continues that spirit with an expansion and redevelopment that started in 2015. The finished project includes an additional 100,000 SF of retail shops and anchor space, and new signage throughout the project for customers and residents alike. The finished project will continue to define and redefine the Peninsula Town Center shopping experience with the new, 126-room Element Hotel and 162 additional apartments, Floor & Decor, First Watch, Mission BBQ, Painting with a Twist, and Phenix Salons along with many new restaurants and retailers calling PTC their new home.

Area demographics (2023)

	TOTAL POPULATION	MEDIAN AGE	HOUSEHOLD	HOUSEHOLDS BY INCOME
5 MILE	200,020	36.3	82,948	\$80,883
10 MILES	361,766	34.4	144,542	\$89,719
15 MILES	709,331	34.8	284,914	\$90,768

Shopper demographics (2023)

1.1M
EST # OF
CUSTOMERS

6.6M
EST # OF
VISITORS

84 MIN
AVERAGE
SHOP TIME

75-100K
MEDIAN
HOUSEHOLD







LEASING

At Peninsula Town Center a carefully selected tenant mix creates a well-defined Town Center shopping experience, with specialty shops complementing department store retailers. In-line retail, consisting of well-known national retail brands and distinctive local tenants, enlivens storefronts to enhance pedestrian window-shopping experiences. Larger retail spaces are positioned on the periphery of the town center for greater visual exposure and accessibility to parking areas. Above the retail components of the center, residential and office elements are located on the second and third-floor levels overlooking the public spaces. Workers, residents, and visitors enjoy proximity to onsite amenities such as restaurants and shopping, as well as entertainment diversions.

OFFICE SPACE

Class A office space is available within Peninsula Town Center at the Claiborne Building with flexible floor plans available that can be customized to your company's layout requirements. Our offices provide good window lines offering excellent natural light. The Claiborne Building displays elegant finishes and fixtures throughout to provide a very professional image to all visitors. Tenants enjoy abundant parking with easy access to dining, shopping and entertainment within a healthy pedestrian focused development.

For more information, please contact:

Retail Space

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