



Colonial Williamsburg



For Immediate Release

The Colonial Williamsburg Foundation and Cushman & Wakefield | Thalhimer Seeking Proposals for Adaptive Reuse of the Historic Goodwin Building in Williamsburg, Virginia

WILLIAMSBURG, VIRGINIA, October 18, 2018 – Cushman & Wakefield | Thalhimer announces the publication of a formal request for proposals for the adaptive reuse of Colonial Williamsburg's former executive offices in Downtown Williamsburg, Virginia. Developers are invited to submit long-term lease proposals detailing their high quality and unique reuse plans of the historic Goodwin Building located at 134 North Henry Street.

From 1940 through 2018, the building served as the administrative headquarters for the Colonial Williamsburg Foundation's senior leadership and the repository of the Foundation's corporate archives. It was also the location from which the architects of the Williamsburg Restoration Movement designed and implemented many of the plans for the restoration of Colonial Williamsburg funded by John D. Rockefeller, Jr. This iconic and ideally positioned building awaits an adaptive reuse that capitalizes upon the advancing downtown vibrancy and high demand for new residential and commercial options in the City's epicenter. The prominence of the building with its sweeping corner streetscape and high visibility from almost all central downtown blocks, dictates that the reuse of the property, which is now vacant, honor the quality of the finishes that were employed during the Williamsburg Restoration. Developers will be guided by the Architectural Review Board for the City of Williamsburg and encouraged to reference the City of Williamsburg's recently released Downtown Vibrancy Study. All proposals will be reviewed by Colonial Williamsburg's Real Estate Department and subject to approval by its senior leadership.

Merchants Square, located in the heart of Williamsburg's downtown, is flanked by Colonial Williamsburg's Historic Area and Art Museums and by the campus of the College of William & Mary. Merchants Square is a vibrant, mixed-use commercial district encompassing roughly 10 city blocks and comprised of approximately 225,000 square feet of retail, restaurant, entertainment, residential and specialty space plus over 30,000 square feet of office space. Merchants Square is one of the earliest planned commercial shopping centers in the nation. The district also contains several undeveloped parcels that have tremendous potential for curated future mixed

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use development. Thalhimer is working hand-in-hand with the Foundation to create a master plan that enhances the economic value of its real estate holdings in support of the Foundation's core mission.

Jeffrey A. Duncan, Vice President - Real Estate, The Colonial Williamsburg Foundation comments, "We are excited to be working with Drew Haynie, Dawn Griggs, and Thalhimer's talented team of real estate professionals as we assess the future of the Goodwin Building. Its iconic presence in downtown Williamsburg, adjacent to the Historic Area and the College of William & Mary has been on display for more than three-quarters of a century, and we look forward to developing plans for its continued long-term use."

Dawn F. Griggs, SIOR and Drew Haynie of Cushman & Wakefield | Thalhimer are leading the assignment on behalf of The Colonial Williamsburg Foundation. A link to the RFP can be found here:

<https://www.thalhimer.com/properties/colonial-williamsburgs-the-goodwin-building>

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About Merchants Square

Merchants Square was added to the National Register of Historic places in 2005 along with the Williamsburg Inn and Williamsburg Lodge hotels to comprise the Merchants Square and Resort Historic District. Built in 1935, the district's



architecture was carefully curated to reflect a “Colonial Revival” style but not to dilute the historically accurate detail of the Historic Area. Designed to integrate seamlessly with the Colonial Williamsburg historic renovations and exhibits, the retail property offers a unique opportunity for independent and national retailers to benefit from the millions of guests and locals who visit Colonial Williamsburg each year. A current sampling of tenants includes Talbots, Williams-Sonoma, Fat Canary/Cheese Shop, Blue Talon, The Trellis, Morgan Stanley, Chico’s, the College of William & Mary Bookstore/Barnes & Noble, Mellow Mushroom and numerous local, regional and national specialty retailers.

About The Colonial Williamsburg Foundation

[Colonial Williamsburg](#) operates the world’s largest living history museum, preserving Virginia’s 18th-century capital as a fully functioning city. Fun, engaging experiences transport guests back in time and highlight the relevance of America’s founding era to contemporary life. The Colonial Williamsburg experience includes more than 500 restored or reconstructed buildings, historic trade shops, 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 Sr. and his son Rees Jones, a full-service spa and fitness center managed by Trilogy Spa, pools, retail stores and gardens. Philanthropic support and revenue from admissions, products and hospitality operations sustain Colonial Williamsburg’s educational programs and preservation initiatives.

About Cushman & Wakefield | Thalhimer

Thalhimer was founded in 1913 and currently has offices in Richmond, Newport News, Virginia Beach, Fredericksburg, Roanoke, Charlottesville, and Lynchburg, VA; and Charleston, Greenville, SC. The company has over 100 broker professionals and employs over 400 associates. Thalhimer represents, on behalf of its clients, a property portfolio of over 53 million leasable square feet, and management of nearly 25 million square feet of commercial property, and over 7,250 multifamily units. In 2017 Thalhimer completed over 2,000 transactions with a transactional volume over \$1.3 billion. Thalhimer is the region’s leading provider of comprehensive commercial real estate services. The firm offers comprehensive commercial real estate services including corporate services, investment sales, tenant representation, project management, asset management, and the sale and leasing of office, industrial and retail properties. To learn more, visit www.thalhimer.com or follow [@Thalhimer](#) on Twitter.

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About Cushman & Wakefield

Cushman & Wakefield is a leading global real estate services firm that helps clients transform the way people work, shop, and live. Our 45,000 employees in more than 70 countries help occupiers and investors optimize the value of their real estate by combining our global perspective and deep local knowledge with an impressive platform of real estate solutions. Cushman & Wakefield is among the largest commercial real estate services firms with revenue of \$6 billion across core services of agency leasing, asset services, capital markets, facility services (C&W Services), global occupier services, investment & asset management (DTZ Investors), project & development services, tenant representation, and valuation & advisory. 2017 marks the 100-year anniversary of the Cushman & Wakefield brand. 100 years of taking our clients’ ideas and putting them into action. To learn more, visit www.cushwakecentennial.com, www.cushmanwakefield.com or follow [@CushWake](#) on Twitter.

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