

# Big Lots coming to Mooretown Road in July



*The Williamsburg Marketcenter is being renamed the Victory Village. (Courtesy BouncePath Marketing)*

The Williamsburg Marketcenter is getting a new name – and a new tenant.

Big Lots will join the lineup of tenants in the Williamsburg Marketcenter, which is being rebranded Victory Village, according to a press release from Lionheart Capital, the landlord. [Big Lots](#), a value-oriented retailer that sells furniture, home decor, toys and more, is expected to open in July.

Victory Village is a 176,000 square-foot shopping center on Mooretown Road, across from Sentara Hospital. Big Lots will join Home Depot and Ross Dress for Less as the center's anchor tenants. Chick-fil-A and BB&T are also tenants in Victory Village, in parcels not owned by Lionheart Capital.

Big Lots signed a lease for the 55,000 square-foot parcel in December. A Ukrops Homestyle Food was previously located in the space Big Lots will occupy.

In addition to Big Lots, Holloway Sports and Fitness Buzz Picasso, Uniforms Plus and Retro Daddio have also recently opened, according to the release.

"The new stores have brought exciting new uses to the tenant mix and tremendously enhanced the allure of the entire center," says Ophir Sternberg, founding partner of Lionheart Capital.

Lionheart Capital is a Miami-based real-estate firm that purchased the shopping center in 2016. As part of a rebranding effort, the owners sought ideas for new names from the community. More than 130 names were submitted, with the winner coming from Yorktown.

"The center's new name epitomizes its transformation over the last year with occupancy increasing from 35 percent to 75 percent," Sternberg said. "The 'victory' of securing a replacement tenant for the 10-year vacant grocery box is undoubtedly a big step in making the center what we envisioned when purchasing it a year ago."