RICHMOND’S WEST END ◊ PARHAM & QUIOCCASIN ROADS

FIND

REGENCY

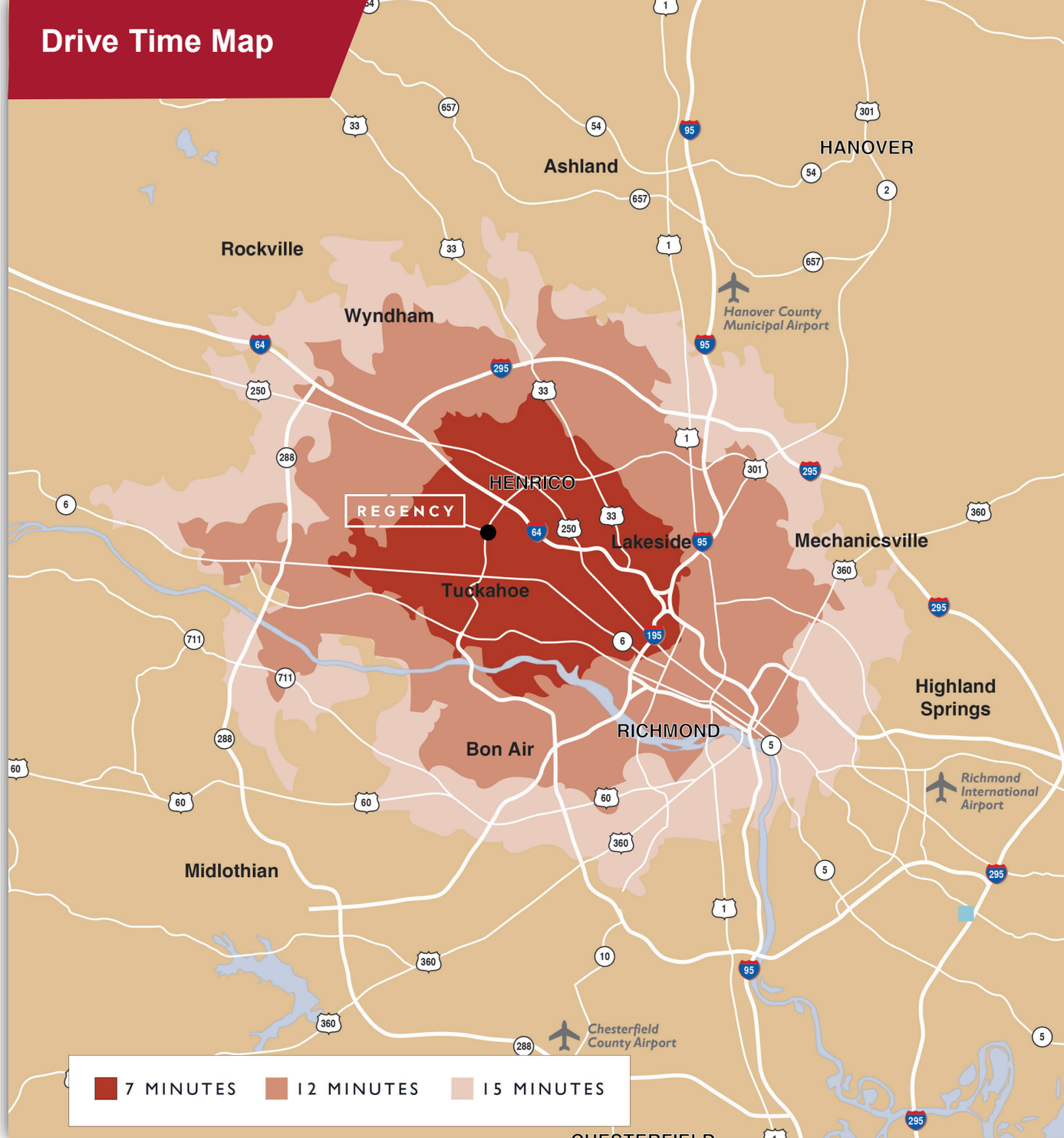
LOCATION, LOCATION, LOCATION

REGENCY is the center of the West End.

Parham Road is the major internal loop connecting I-95/I-64 with the Powhite and Chippenham Parkways, allowing easy access to both north and south of the James River.

Not only does **REGENCY** offer access to a close (7-minute drive time) population with average household incomes exceeding $100,000 and over 100,000 in daytime population, it also offers access to five of the nation's Fortune 1000 companies, three hospitals and the University of Richmond's 4,350 students. VCU's campus is within 12 minutes and adds an additional 30,000 student shoppers.

Drive Time Map



NOVA **SWIMMING**

Located on the **Lower Plaza Level**, NOVA Swimming has opened its $18 million, 50,000 SF state-of-the-art pool facility at REGENCY. The facility houses a 50-meter pool and two 25-meter pools in the former Macy's South building, the second floor was removed to create open spectator views and mezzanine level services.

The recent expansion allows NOVA to have more swimming lessons, host high school swim meets and offer adult swim opportunities. The site also offers locker rooms, a swim shop, coach's offices, lobby and a future upper mezzanine level.

SURGE **TRAMPOLINE**

Located on the **Upper Plaza Level**, Surge Trampoline has a state-of-the-art facility containing 40,000 square feet. The entertainment and fitness/sport facility occupies the two-level second floor of the Anchor North building, giving them the 30+ feet in height needed. The Louisiana-based company has over 15 locations throughout the Southeastern United States.

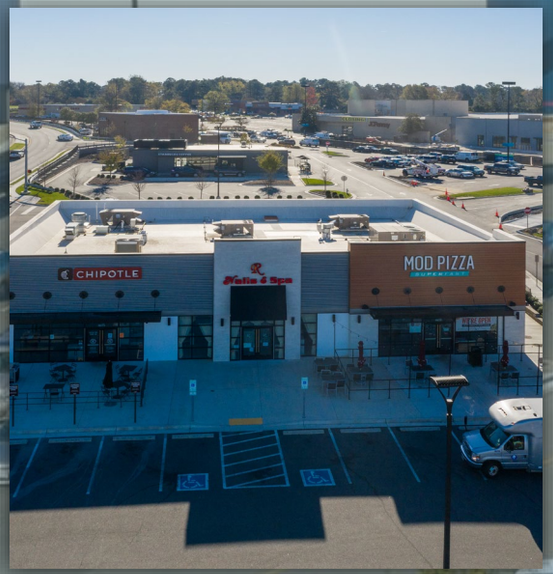
A FOCUS ON **DESTINATION & EXPERIMENTAL USES CREATE SIGNIFICANT INCREASES IN TRAFFIC** AT **REGENCY**

REGENCY

PARHAM ROAD AT QUIOCCASIN AND EAST RIDGE ROADS HENRICO COUNTY, VA

OVERALL REDEVELOPMENT SITE PLAN

REGENCY IS…



BURRITOS, NAILS & SLICES

BAGELS, BEDROOMS & BANDAIDS

LATTE'S & FRAPPACINO'S

KEEPING IT OILED

The **UPPER PLAZA LEVEL** is served by surface parking fields along Parham and Quioccasin. It houses one of our many restaurant and entertainment venues with the new to market concepts Sloop John B and its rooftop dining and In the Sauce, Surge Trampoline Park , Foot Locker, YogaSix, and McCormack's Whiskey Grill. It offers both interior and exterior as well as **East and West Anchor** options.

Suite	Sq. Ft.	Tenant Name
G212	2,500	Available
H202	3,548	Available Exterior Entrance
H202A	2,208	Outside Patio
H208	3,052	Can be combined
H212	1,600	Journeys
H214	1,481	Sisters Boutique - Available
H216	1,385	Mr. G Imports - Available
H226	1,114	Carytown Tobacco - Available
J202	1,566	Carytown Tobacco
J210	1,278	Special Eyebrows - Available
J214	1,278	Caston Studios - Available
J218	1,278	Kairo's Hair Salon - Available
J222	959	MH Braiding - Available
J226-230	12,572	Goddard School
K202	4,598	Foot Locker
K206	1,499	Jersey Mike's
K208	2,195	Yoga Six
K210	4,927	McCormack's Big Whiskey Grill
K220	2,991	Available
K224	3,148	Layers Hair Salon
K226	2,072	Available
K228-240	5,292	Available
M206	1,029	Paint N Sip - Available
M210	1,414	Mall Office - Available
M216	1,763	Melrose - Available
M224	2,235	Dragon Treats - Available
M225	5,195	In The Sauce
M226-A	5,333	Sloop John B
N218	9,641	Upstreamers - Available
N222	1,041	D-Haiti Wellness - Available
N226	1,326	Uptown Design Salon & Spa - Available

UPPER PLAZA LEVEL

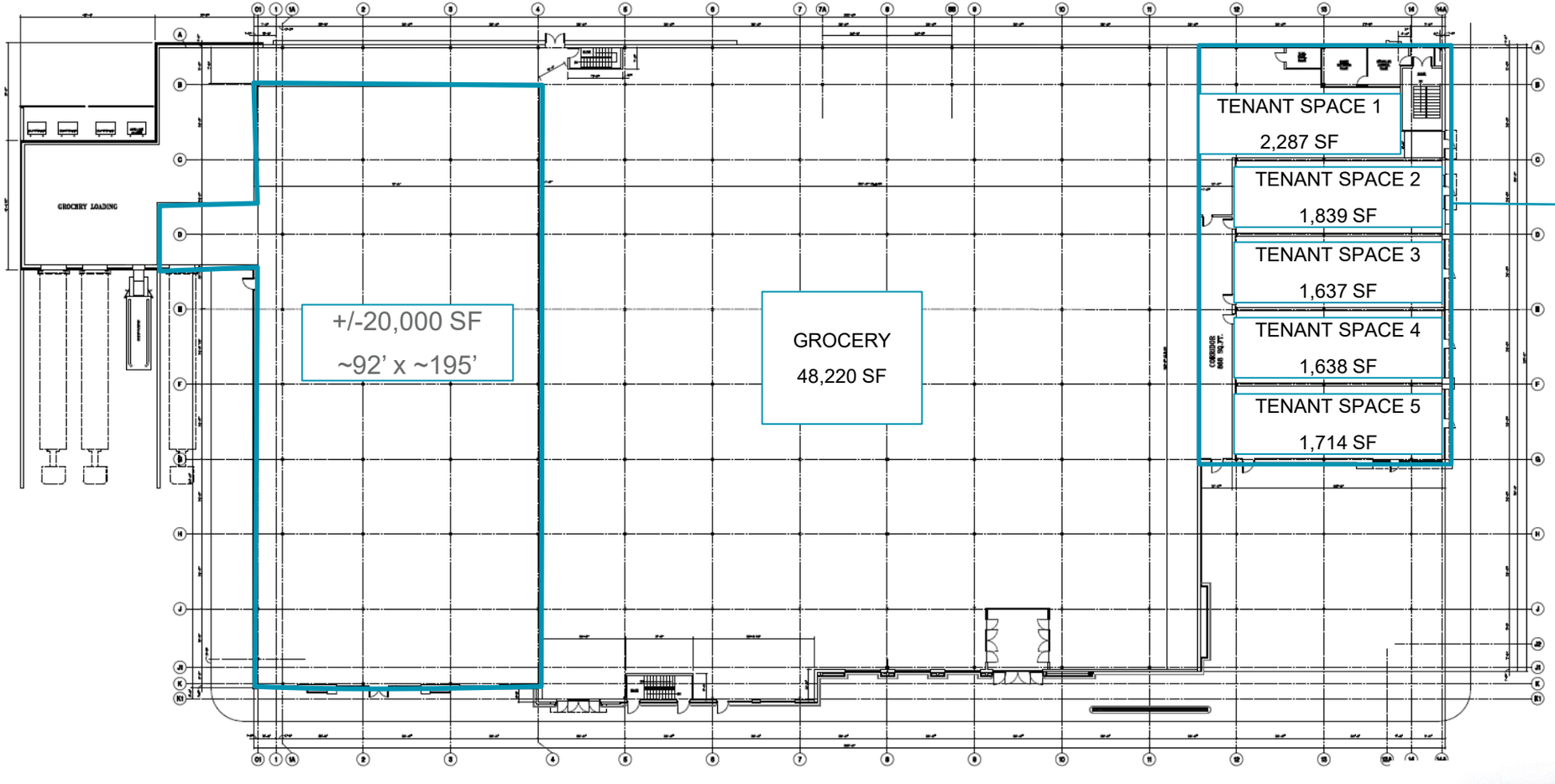
UPPER PLAZA

The newly constructed **UPPER PLAZA** is the premier entrance to the Upper Plaza Level with access fronting Quioccasin Road and offers convenient parking on the upper-level parking fields. The Upper Plaza accommodates retail and service with both interior and exterior options accessed via the plaza with Foot Locker and Sloop John B and its roof top bar anchoring the Plaza.

ANCHOR EAST has a 78,000 square foot footprint and sits along Parham Road with over 38,000 vehicles per day. The positioning offers any number of redevelopment options and has excellent visibility to the Parham Road corridor and is accessed via Parham, Quioccasin or Holly Hill Roads.
ANCHOR EAST
JCPenney
CLOSING!!
Firestone
PANERA BREAD
PANERA BREAD
Parham Rd 38,000 VPD
REGENCY

ANCHOR EAST

ANCHOR EAST – PROPOSED REDEVELOPMENT PLAN



CONCEPTUAL FRONT ELEVATION

CONCEPTUAL RIGHT SIDE ELEVATION

Suite	Sq. Ft.	Tenant Name
FUTURE FOOD HALL		
P118	24,000	Available Two level combined up to +/- 50,000 SF
Q101	7,127	Step in Style - Available
Q107	2,279	T-Mobile
Q116	4,301	KD Sports - Available
Q125	1,185	Available
R101	603	Available
R102	1,023	Holistic Luna - Available
S101	4,701	Available
S117	3,511	Regency Clothiers - Available
S125	8,000	Available
S129	4,895	Available
S130	3,703	Available
S145	3,892	Available
HENRICO COUNTY COUNTY CONTINUING & ADULT EDUCATION		
S149	2,008	Click & Fish Aquariums - Available

LOWER PLAZA FOOD HALL

The **Lower Plaza Food Hall** Entrance brings you into REGENCY's Lower Plaza Level and is the transition between residential and commercial businesses.

ANCHOR NORTH sits at the primary entrance along Quioccasin Road and has a footprint of 41,000 square feet. The space has 16’ ceiling heights and can be subdivided. The potential for a porte-cochere can accommodate mixed-uses to include medical and office.

THE POINT is 6,000 square feet of retail and restaurant space with outdoor and rooftop seating that will access both the **Upper Plaza and Lower Plaza** parking fields.

ANCHOR NORTH

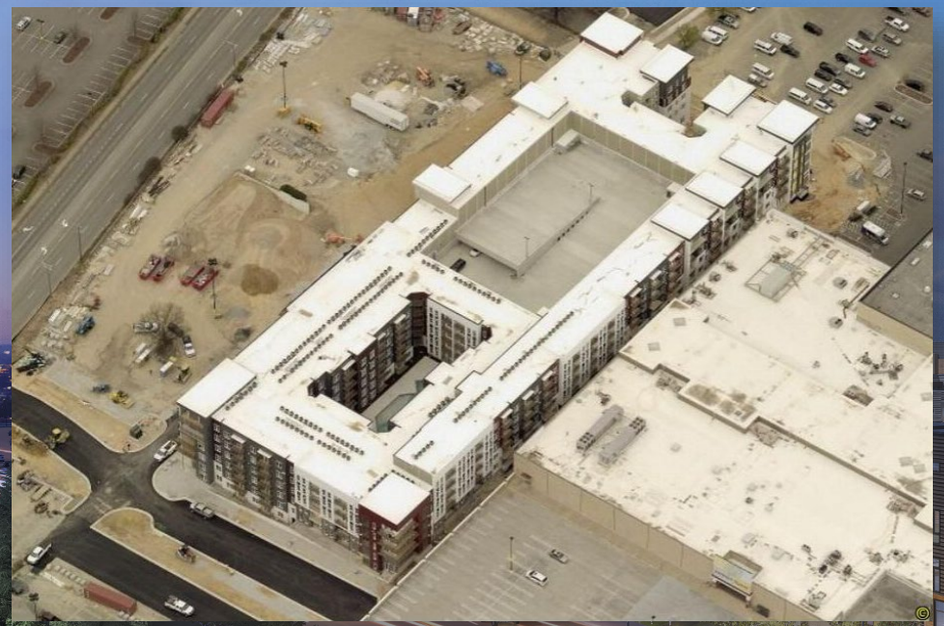
THE POINT is situated along the Quioccasin Road entrance at the **Anchor North** building and has frontage on both the **Upper** and **Lower Plaza** parking levels. **THE POINT** will house 6,000 square feet of retail and restaurant space with outdoor and rooftop seating options. An exterior stairway will access both the **Upper Plaza** and **Lower Plaza** parking fields.

THE POINT

ANCHOR WEST is a one- or two-level offering with a floor plate of 24,000 square feet **offering up to +/- 50,000 sf opportunity with internal escalator**. It is located along the southwest wing of REGENCY with proximate access to both levels of the parking deck allowing for convenient parking and exterior signage, it overlooks the **Lower Plaza** and has an inside/outside feel and is only steps from the residential wing. This can provide a convenient work-play-live aspect for those businesses looking to provide an easy commute solution for its employees.

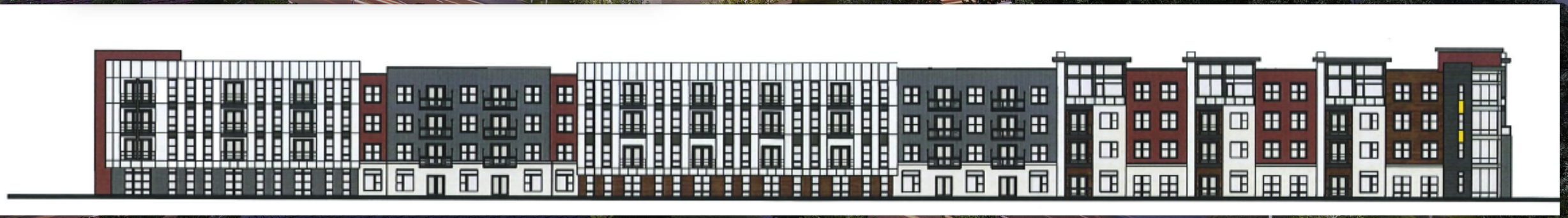
ANCHOR WEST

The RISE at REGENCY is our on site residential positioned at the Starling Drive entrance and fronting the **Lower Plaza**, 320 apartment units are under construction with delivery and residential move-ins in 2022. Phase II, 226 units is starting construction in 2023



320 UNITS PHASE I | **226** UNITS PHASE II

1,200 UNITS TOTAL



the RISE at REGENCY

REGENCY is at the heart of Richmond...and is the Gateway to the West End. The redevelopment is in full swing. The Urban Mixed-Use conversion is underway, with the Sears building demolished to accommodate **the RISE at REGENCY,** the Anchor East position under design, new signalized entrances in place, and sports and entertainment venues open for business.

REGENCY

REDEVELOPMENT

INFORMATION	
LOCATION	1.5 miles south of I-64 at exit 181 in Richmond, VA. Located in a retail hub including Walmart, BJ's Wholesale, Kroger, Fresh Market, TJ Maxx, and Petco.
MARKET	Richmond MSA (1.3 million+ in population). REGENCY is centrally situated to attract shoppers from the most affluent residential areas in the Richmond Market.
DESCRIPTION	Large portions of the existing mall re-envisioned with exterior restaurants, rooftop bars, sports venues, entertainment, retail and office incorporating a residential component (320 residential units in phase I are under construction), open courtyards and pedestrian plazas.
ZONING	Urban Mixed-Use (UMU)
TOTAL SF	2.0M SF planned walkable mixed-use residential, retail, office and entertainment district. REGENCY is approved for 1,200 residential units, and ±450,000 SF of retail, office, restaurant and entertainment uses.
SITE SIZE	46 acres
PARKING	Over 3,500 spaces on site

COMMUNITY **CONNECTION**

This 2 million square foot walkable mixed-use residential, retail, office and entertainment district will deliver a vibrant mix of uses, answering modern tenants' desires for walkable live-work-play environments.

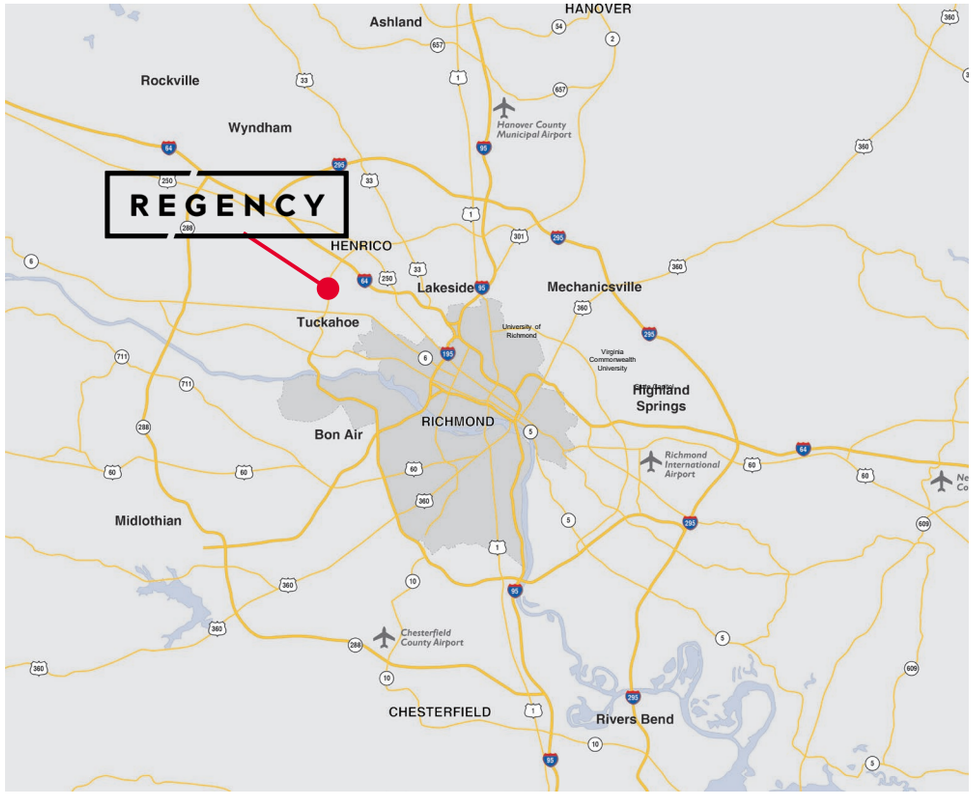
REGENCY returns as the town square for Richmond's West End, reclaiming its role as the center point for community connection where people can experience all the best the West End has to offer.

THE **HEART** OF RICHMOND'S WEST END

For decades, REGENCY was the center point for community connection in Richmond's West End. Now REGENCY returns reimagined and reinvigorated, to recapture its position as the heart of one of the city's most important and influential districts. REGENCY'S comeback story is a comeback for the West End. And we invite you to come back with us, as we restore REGENCY's pride and recreate connections amount residents, families, visitors and friends as they live, work and play in the hear of Richmond's West End.

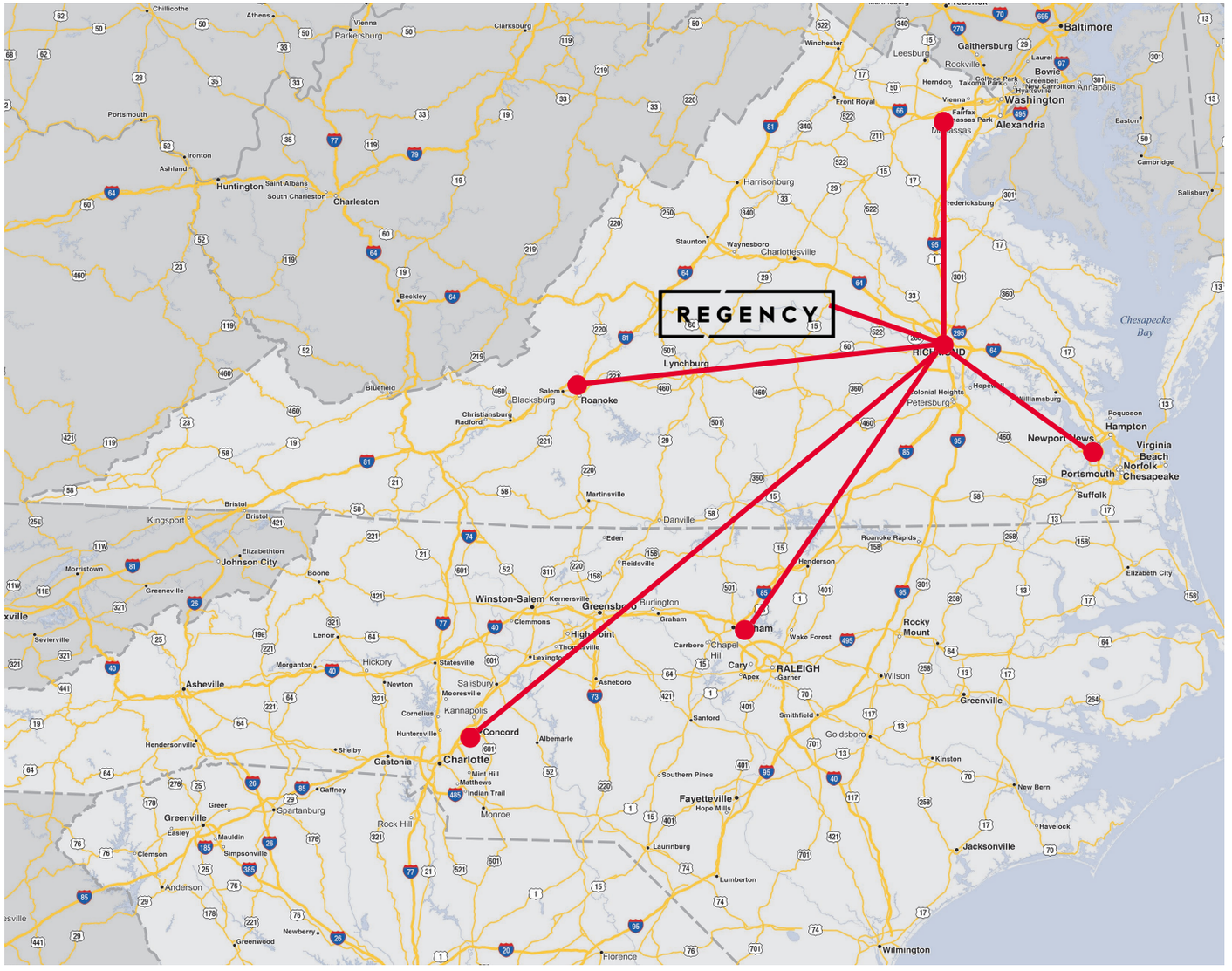
REGENCY

LOCATION



Driving Distance to Nearby Cities

CITY	TIME
Richmond, Virginia (CBD)	7 minutes
Washington D.C.	1 hour, 26 minutes
Virginia Beach, Virginia	2 hours, 2 minutes
Raleigh, North Carolina	2 hours, 41 minutes
Roanoke, Virginia	2 hours, 42 minutes
Charlotte, NC	4 hours, 42 minutes



CUSHMAN & WAKEFIELD | THALHIMER

REGENCY

CLASS A RETAIL/OFFICE/MEDICAL & ENTERTAINMENT FOR LEASE

Parham & Quioccasin Roads | Henrico (Richmond), Virginia

REGENCY

DEMOGRAPHICS

DRIVE TIMES	7 Minute	12 Minute	15 Minute
2020 Estimated Population	40,648	145,746	225,745
2025 Projected Population	41,475	150,429	233,447
2020 Households	56,882	153,239	216,060
2025 Projected Households	59,473	160,336	226,923
2020 Average Household Income	$107,501	$110,191	$112,978
2025 Projected Household Income	$114,917	$119,474	$123,881
Daytime Employees	39,593	163,415	251,586

RADII	1 Mile	3 Mile	5 Mile
2020 Estimated Population	12,308	80,211	198,590
2025 Projected Population	12,555	81,807	204,903
2020 Households	4,937	32,566	82,475
2025 Projected Households	5,033	33,237	85,030
2020 Average Household Income	$86,198	$111,039	$113,382
2025 Projected Household Income	$91,557	$119,032	$123,598
Daytime Employees	11,915	87,310	219,961

CONSUMER EXPENDITURE	1 Mile	3 Mile	5 Mile
2020 Retail Expenditure	$10 M	$85 M	$222 M

TRADE AREA PROFILE	
2020 Estimated Population	720,091
2025 Projected Population	767,286
2020 Households	296,662
2025 Projected Households	312,836
2020 Median Age	39.2
2020 Average Household Income	$85,767
2025 Projected Average Household Income	$106,174

39,593
7-MINUTE **DAYTIME EMPLOYEES**

198,590
5 MILE **POPULATION**

3 MILE
RADIUS

$222 M
5-MILE **2020 RETAIL EXPENDITURE**

145,746
12 MIN **POPULATION**

720,091
TRADE **AREA**

320 | 226
PHASE I PHASE II
APARTMENTS

1,200+
TOTAL

32,566
NO. OF **HOUSEHOLDS**

$111,039
AVG. HH **INCOME**

CUSHMAN & WAKEFIELD | THALHIMER

REGENCY

CLASS A RETAIL/OFFICE/MEDICAL & ENTERTAINMENT FOR LEASE

Parham & Quioccasin Roads | Henrico (Richmond), Virginia

REGENCY

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JOIN

NOVA SWIMMING · SURGE TRAMPOLINE PARK · Valvoline · The GODDARD SCHOOL FOR EARLY CHILDHOOD DEVELOPMENT · L · T-Mobile · YOGASIX · CHIPOTLE MEXICAN GRILL · MOD · Panera BREAD · FIRST WATCH THE DAYTIME CAFE · Foot Locker · BetterMed urgent care

REDEVELOPMENT UNDERWAY - URBAN MIXED-USE ZONING

UP TO
2 MILLION
SQ FT | **TOTAL**

450,000
SQ FT | **RETAIL, RESTAURANT, OFFICE, AND ENTERTAINMENT USES**

1,200
APARTMENT UNITS
320 PHASE I (DELIVERING 2022)
226 PHASE II – (2024)

55,000 VPD
TRAFFIC COUNT

3,500+
PARKING SPACES

720,000
TRADE AREA POPULATION