

# REGENCY FOOD HALL

LOCATED IN RICHMOND  
VIRGINIA'S WEST END  
PARHAM & QUIOCCASIN ROADS





FIND

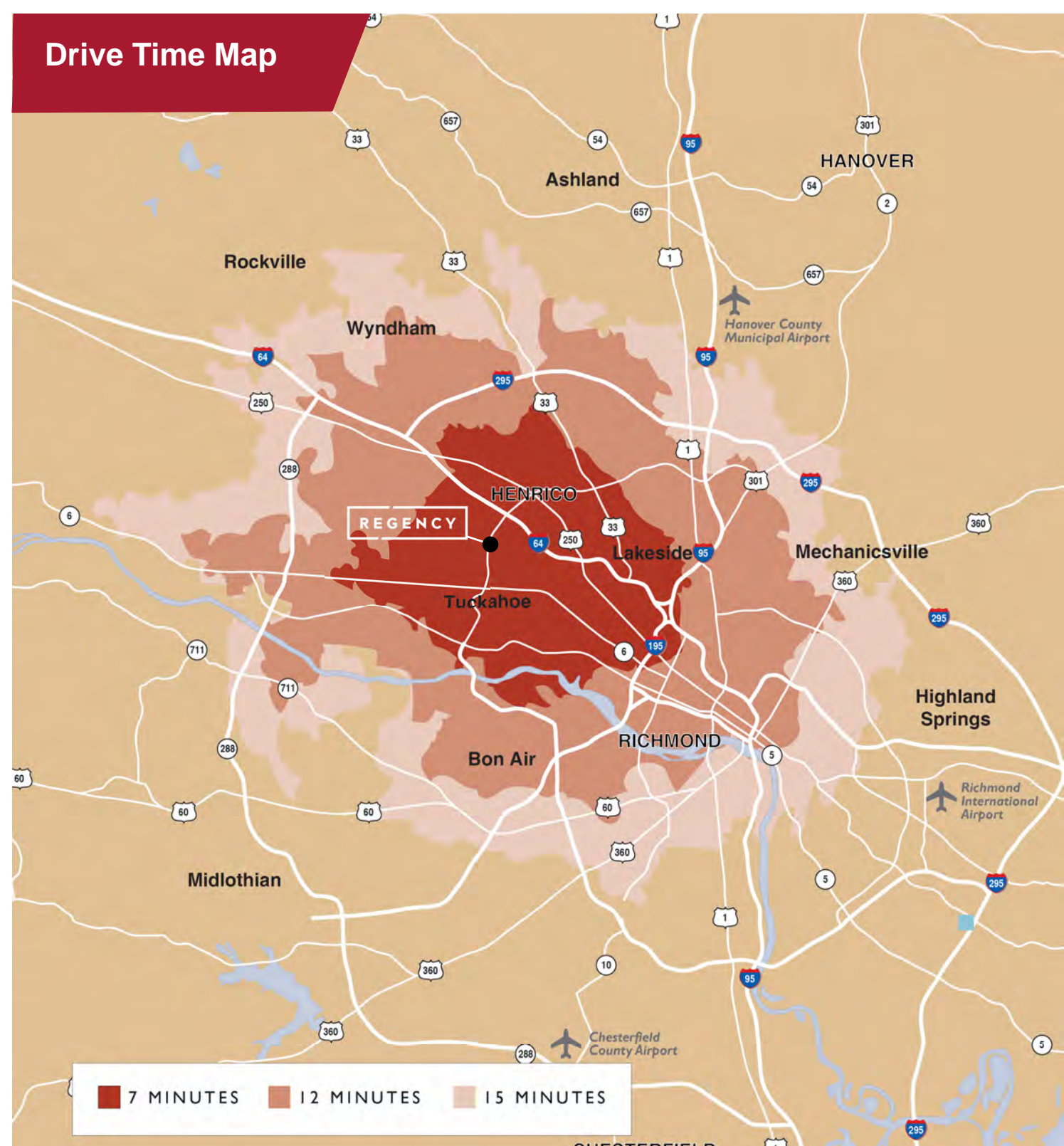
**REGENCY**

## 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.

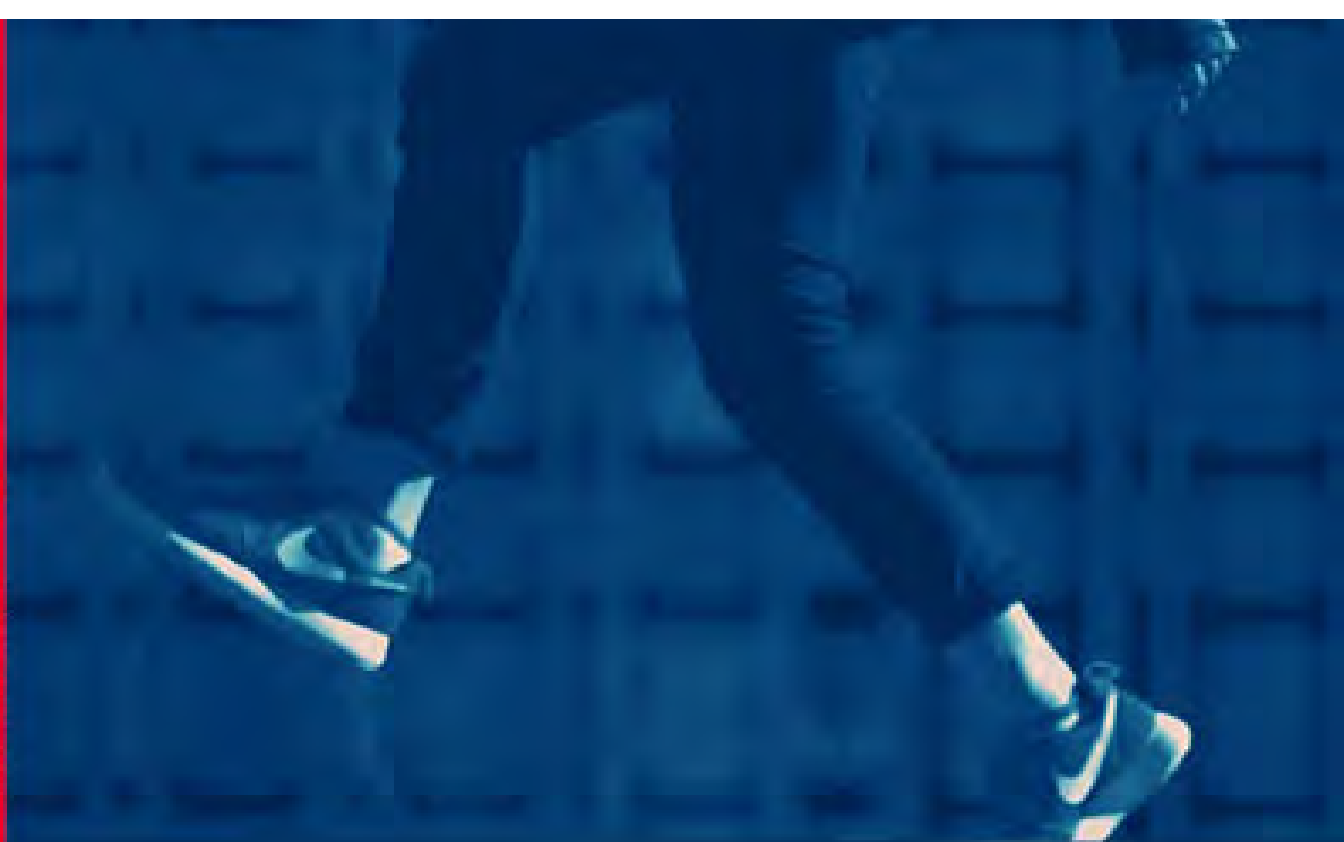
Not only does **REGENCY** offer access to a close (7-minute drive time) population with average household incomes exceeding \$100,000 and over 100,000 in daytime population, it also offers access to five of the nation's Fortune 1000 companies, three hospitals and the University of Richmond's 4,350 students.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



## 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**



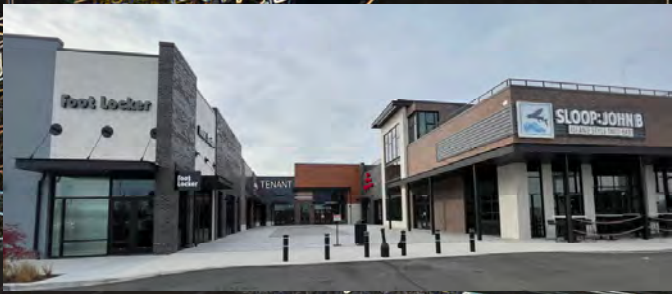
**BAGELS, BEDROOMS & BAND-AIDS**



**LATTE'S & FRAPPACINO'S**



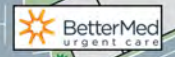
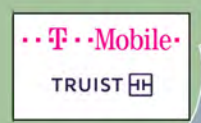
**KEEPING IT OILED**



**KICKS, DOWN DOGS & MAI TAIS**



**LOFTY LIVING AT THE RISE**



STARLING DR.

QUIOCCASIN RD.

QUIOCCASIN RD.

EASTRIDGE RD.

N. PARHAM RD.

HOLLY HILL RD.

OUTPARCEL 6  
1,400 - 6,300 SF  
RETAIL SHOPS

OUTPARCEL 9  
VACU  
2,500 SF  
1,390 SF  
2,300 SF

**FOOD HALL**

ANCHOR NORTH  
+/- 41,000 SF  
AVAILABLE

FUTURE  
FOOD  
HALL

ANCHOR  
EAST  
LOWER  
LEVEL  
+/- 78,000 SF  
AVAILABLE

ANCHOR WEST  
+/- 24,000 - 50,000 SF  
AVAILABLE

HENRICO COUNTY  
CONTINUING & ADULT  
EDUCATION

**NOVA**  
SWIMMING

PHASE II  
226  
APTS

PHASE I  
320  
APTS

**the RISE**  
at REGENCY

PHASE III  
APTS

CAN BE  
COMBINED  
+/- 9,500 SF  
W/ PATIO  
OPTION  
AND UP TO  
20,000SF  
2-LEVEL

The LOWER PLAZA LEVEL is served by surface and deck parking fields along Starling, Holly Hill and Quioccasin. It houses our Food Hall, NOVA Swimming and offers interior and exterior as well as **EAST and WEST ANCHOR** options.

LOWER PLAZA LEVEL



# LOWER PLAZA FOOD HALL

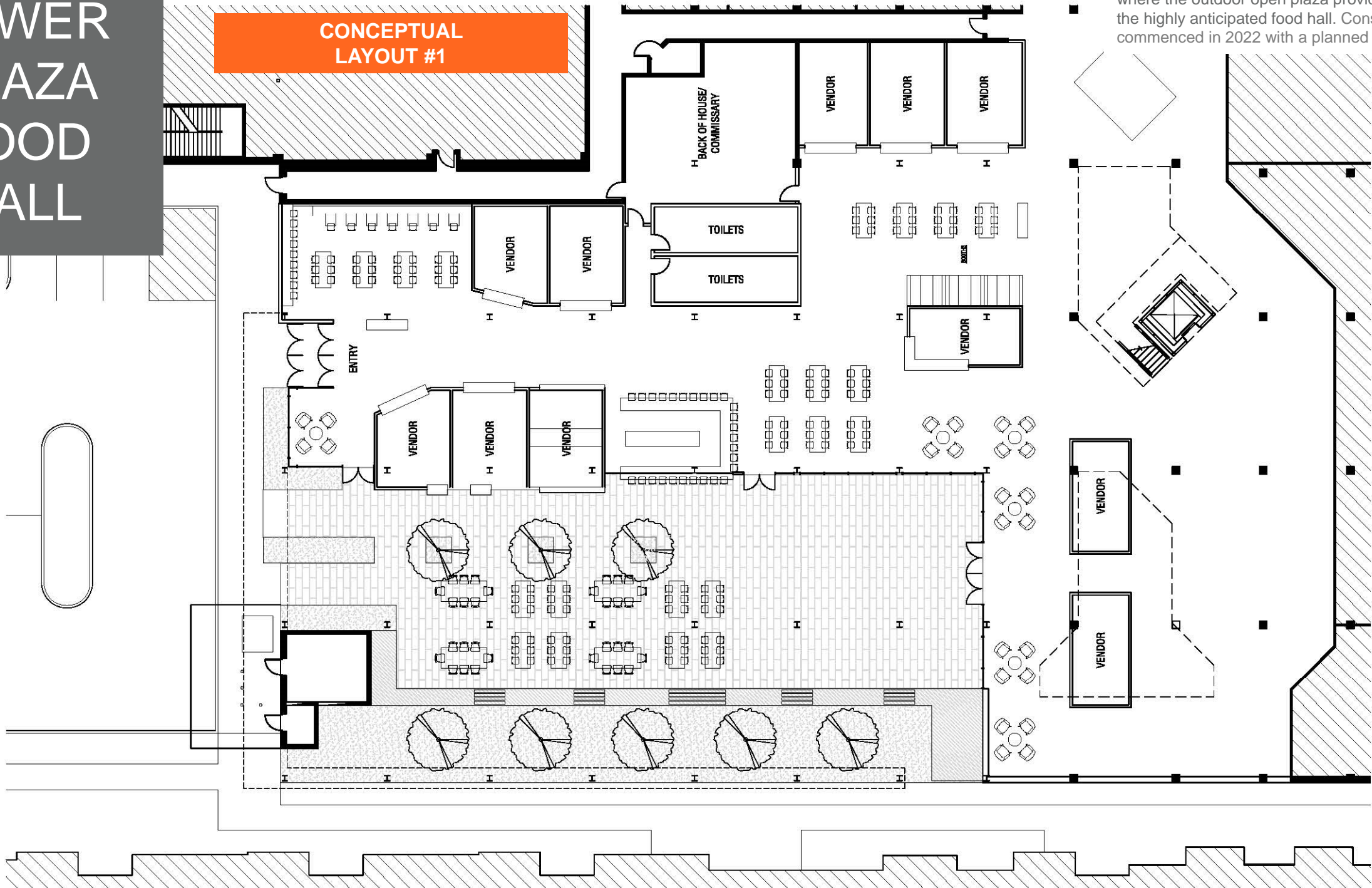
The **Lower Plaza Food Hall** Entrance brings you into REGENCY's Lower Plaza Level and is the transition between residential and commercial businesses. With an inviting atmosphere the outdoor open plaza provides seating for the highly anticipated food hall. Construction commencing in 2022 with opening in 2023.





# LOWER PLAZA FOOD HALL

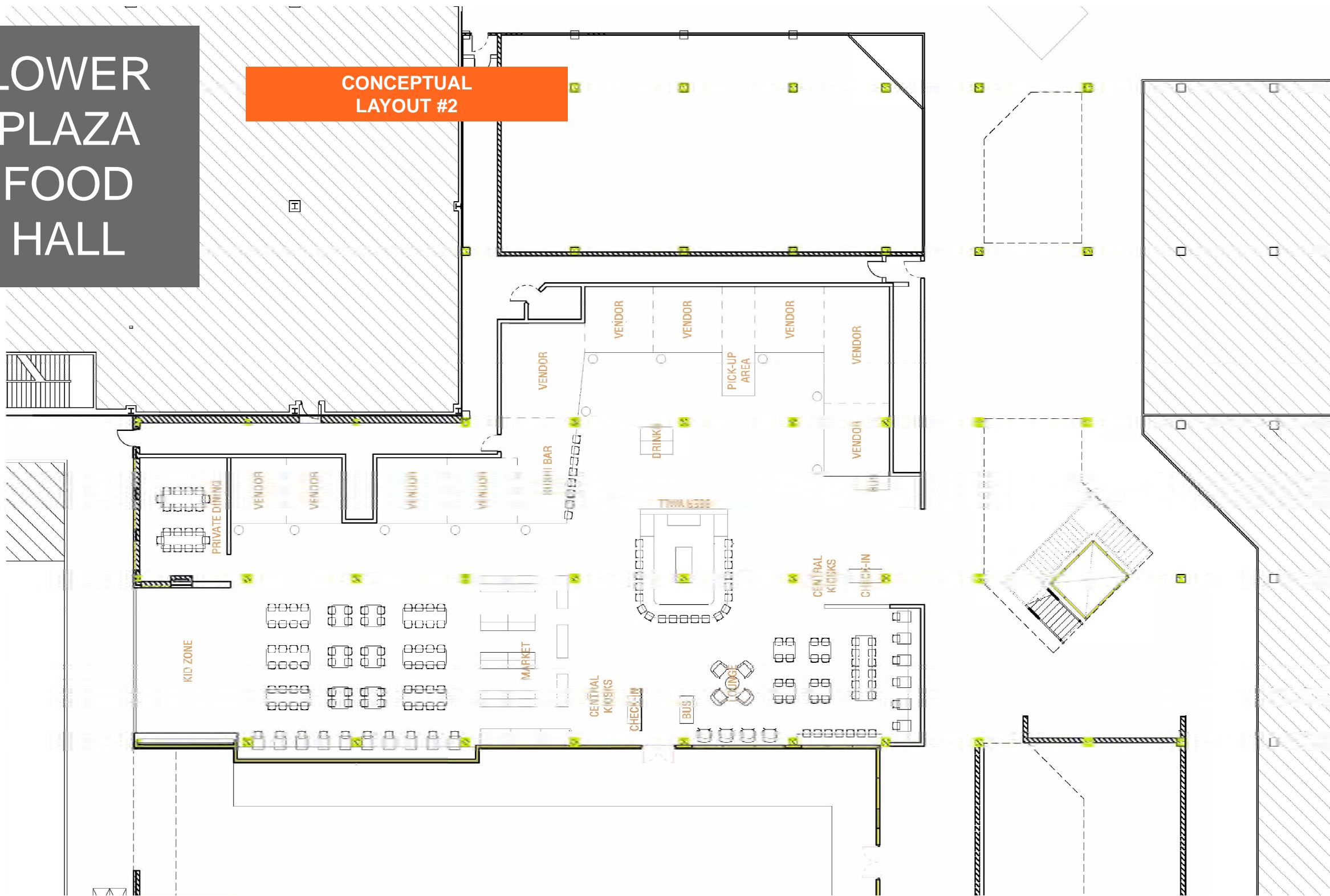
## CONCEPTUAL LAYOUT #1



The Food Hall is offers an inviting atmosphere where the outdoor open plaza provides seating for the highly anticipated food hall. Construction commenced in 2022 with a planned opening in 2023.

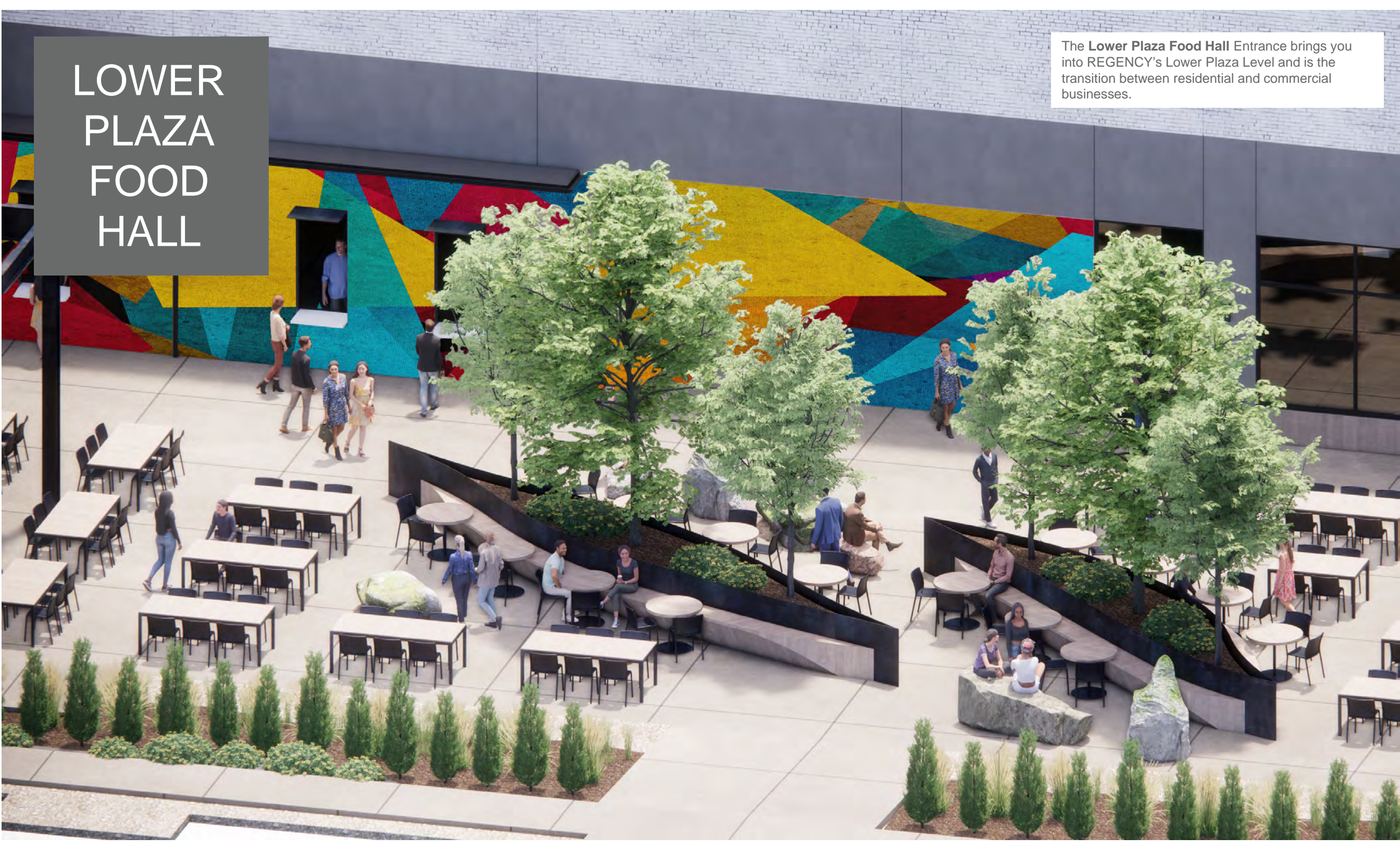
# LOWER PLAZA FOOD HALL

## CONCEPTUAL LAYOUT #2



# 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 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

FOOD HALL



# ANCHOR NORTH



**FOOD  
HALL**



PROGRESS AERIAL

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



NOW OPEN

320

UNITS  
PHASE I

IN DESIGN

226

UNITS  
PHASE II

1,200

UNITS  
TOTAL



**R** 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.

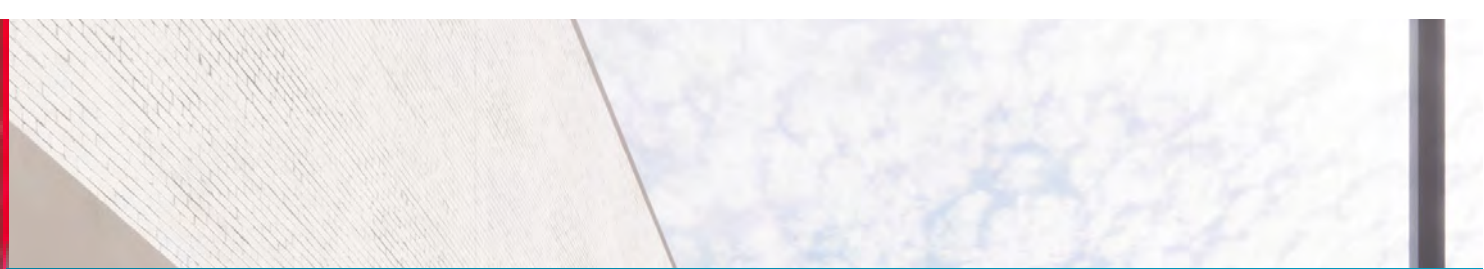


# REGENCY

## REDEVELOPMENT

### INFORMATION

<b>LOCATION</b>	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.
<b>MARKET</b>	Richmond MSA (1.3 million+ in population). REGENCY is centrally situated to attract shoppers from the most affluent residential areas in the Richmond Market.
<b>DESCRIPTION</b>	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), open courtyards and pedestrian plazas.
<b>ZONING</b>	Urban Mixed-Use (UMU)
<b>TOTAL SF</b>	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.
<b>SITE SIZE</b>	46 acres
<b>PARKING</b>	Over 3,500 spaces on site



## 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.

## 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.

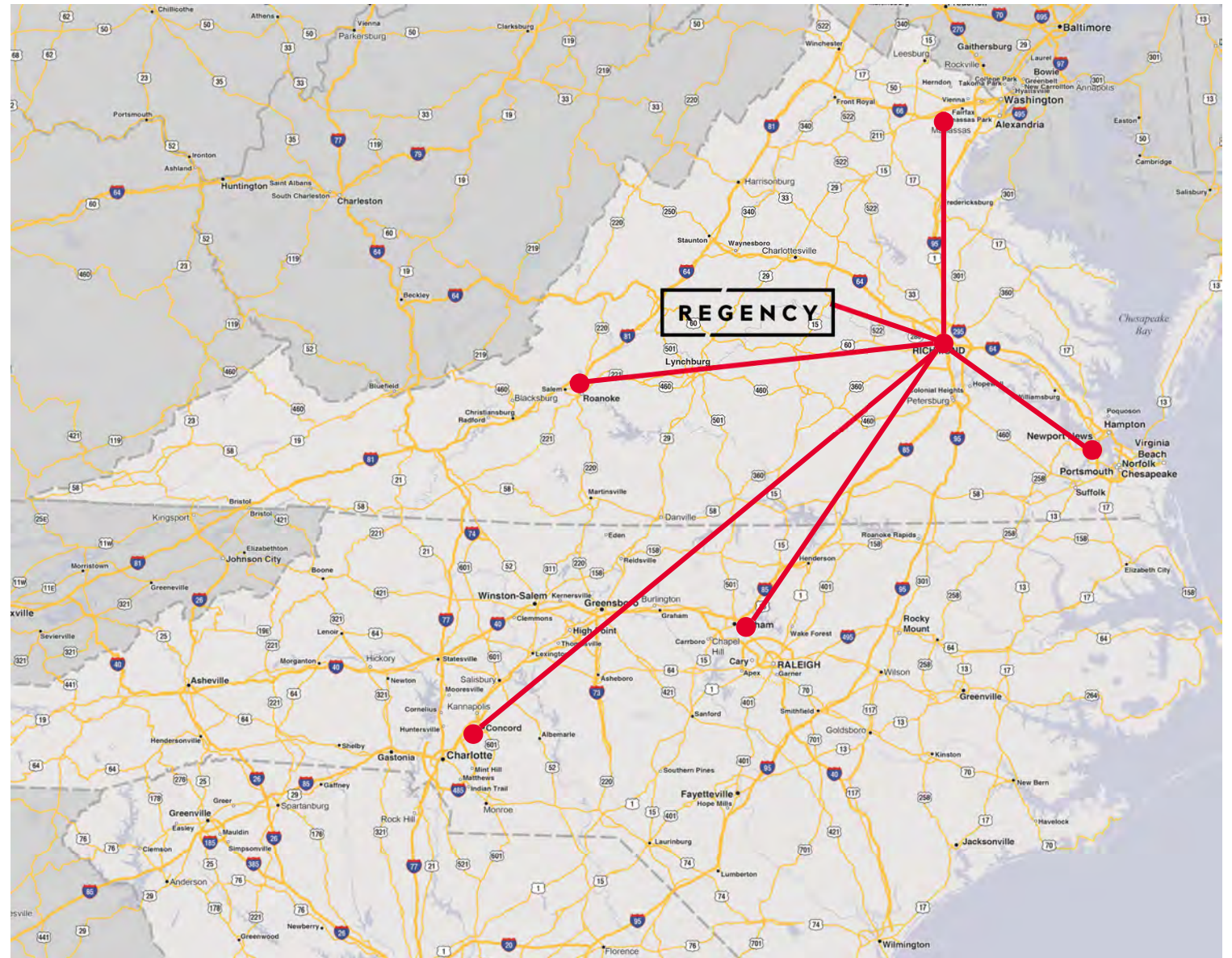
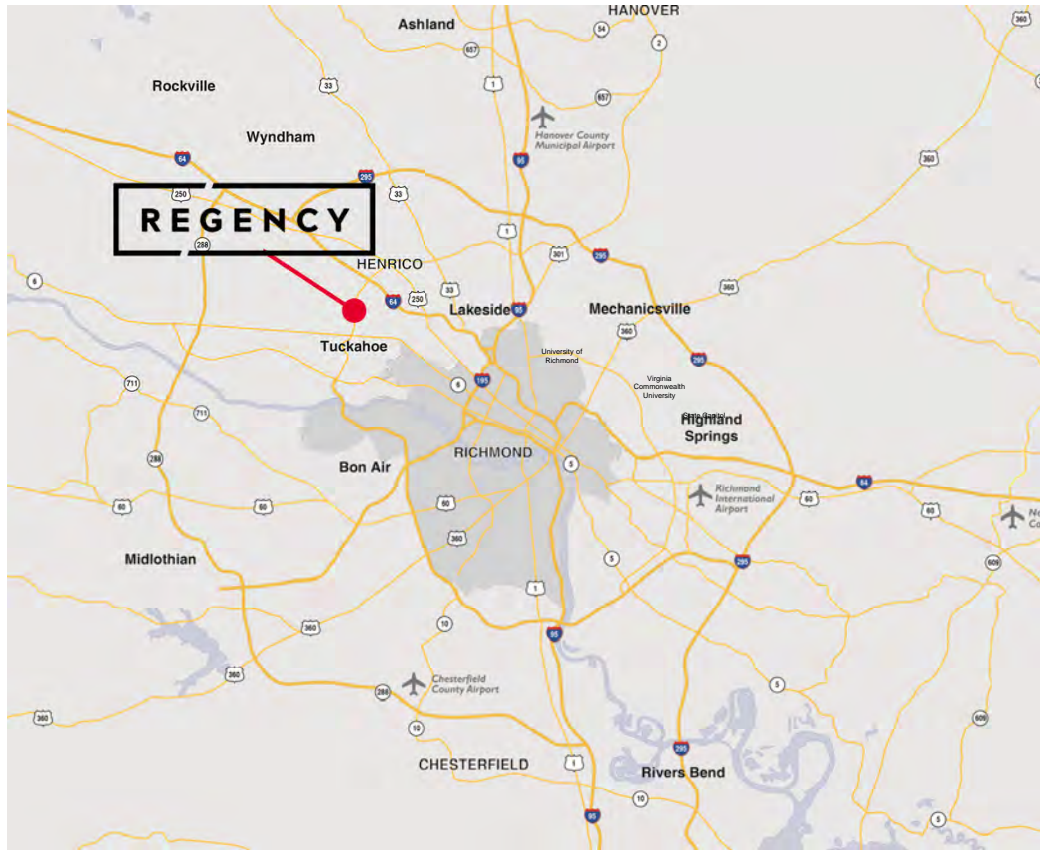
REGENCY returns as the town square for Richmond's West End, reclaiming its role as the center point for community connection where people can experience all the best the West End has to offer.



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

## 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



**THALHIMER**

**REGENCY**

CLASS A RETAIL/OFFICE/MEDICAL & ENTERTAINMENT FOR LEASE

Parham & Quioccasin Roads | Henrico (Richmond), Virginia



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**REDEVELOPMENT UNDERWAY - URBAN MIXED-USE ZONING**



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



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



**3,500+**  
PARKING SPACES



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



**55,000 VPD**  
TRAFFIC COUNT



**720,000**  
TRADE AREA POPULATION