

REGENCY

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





FIND

REGENCY

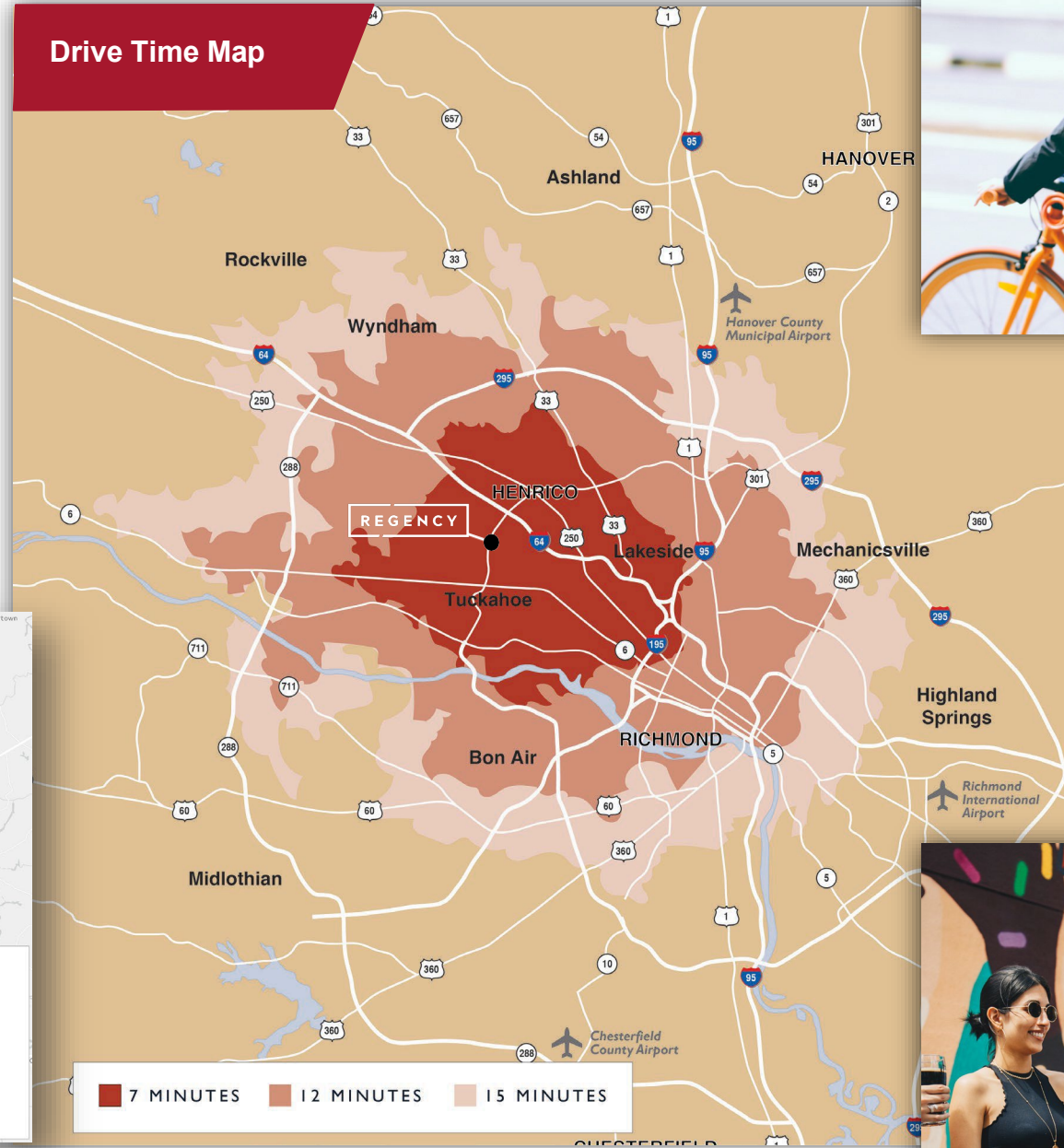
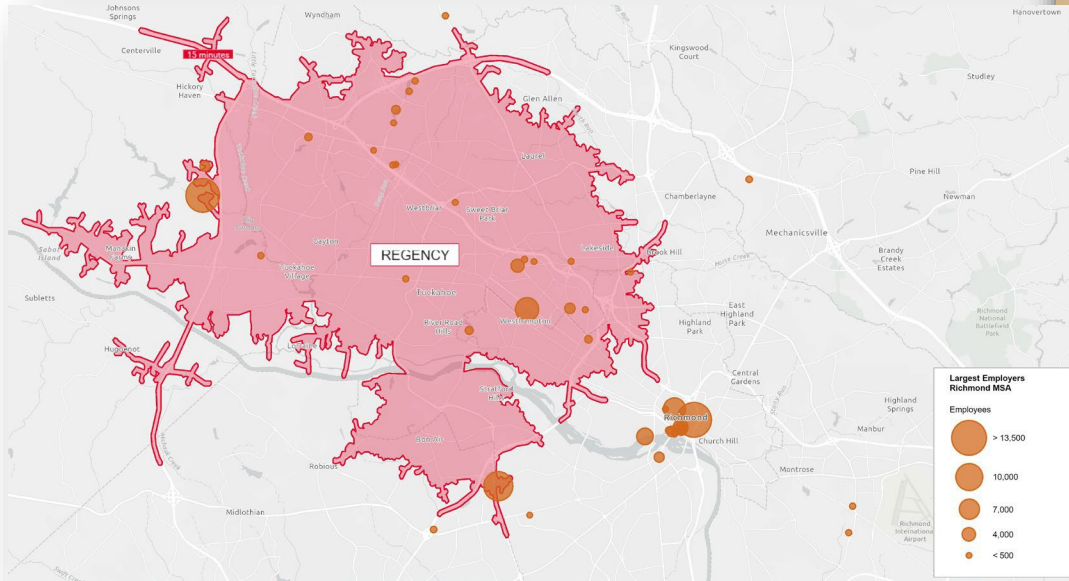
LOCATION, LOCATION, LOCATION

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.

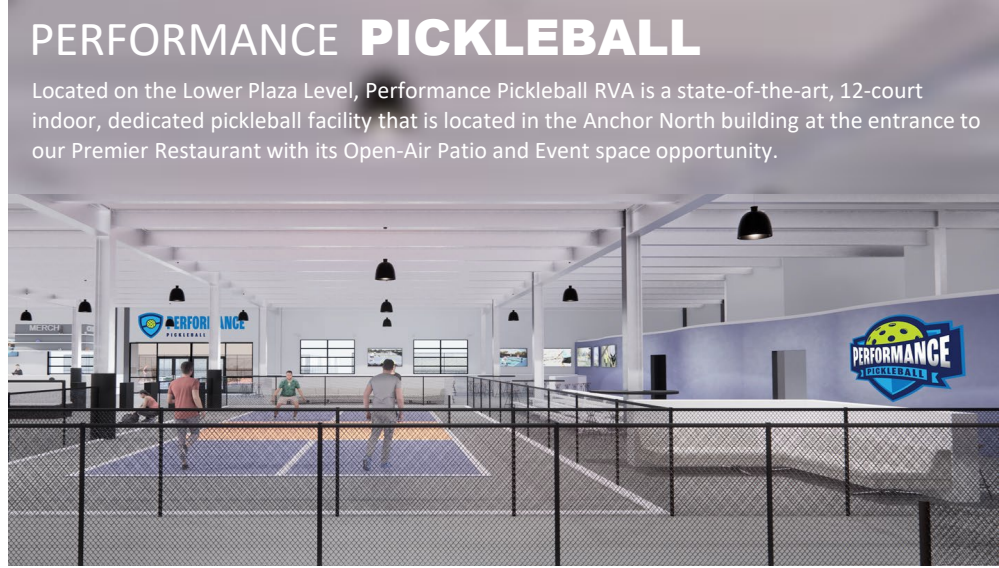
REGENCY services nearly all employers in the Richmond market in a short 15-minute drive time!





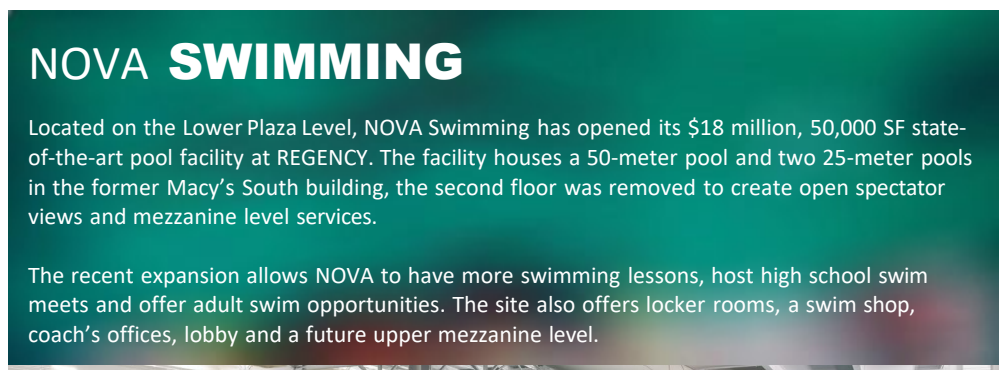
SURGE TRAMPOLINE

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.



PERFORMANCE PICKLEBALL

Located on the Lower Plaza Level, Performance Pickleball RVA is a state-of-the-art, 12-court indoor, dedicated pickleball facility that is located in the Anchor North building at the entrance to our Premier Restaurant with its Open-Air Patio and Event space opportunity.

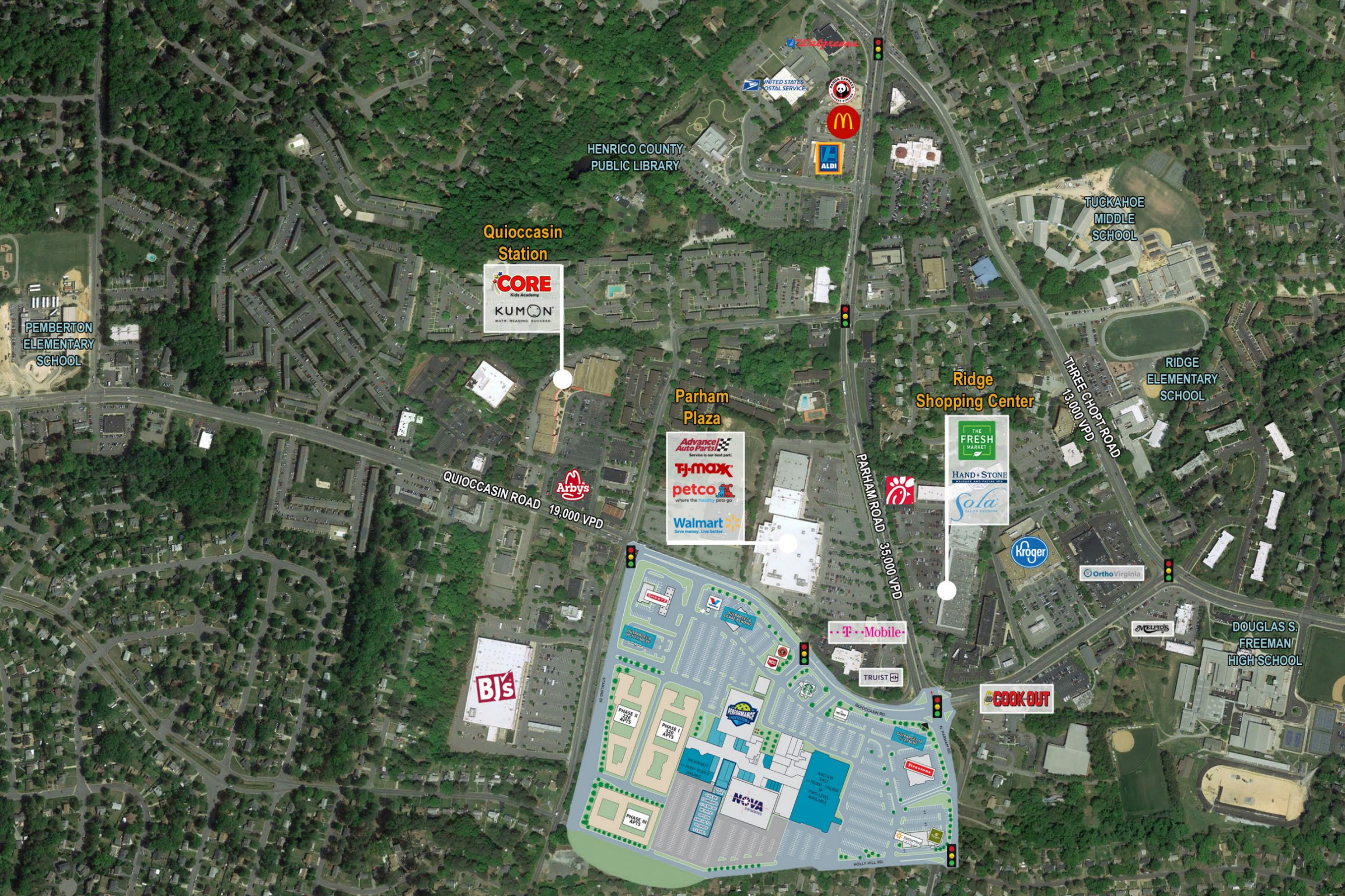


NOVA SWIMMING

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.

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



HENRICO COUNTY
PUBLIC LIBRARY

Quioccasin
Station

CORE
Kids Academy
KUMON
MATH: READING: SUCCESS

PEMBERTON
ELEMENTARY
SCHOOL

TUCKAHOE
MIDDLE
SCHOOL

RIDGE
ELEMENTARY
SCHOOL

Parham
Plaza

Ridge
Shopping Center

THREE CHOPT ROAD
13,000 VPD

QUIOCCASIN ROAD
19,000 VPD

Advance
Auto Parts
T.J. MAXX
petco
Walmart

THE FRESH
MARKET
HAND + STONE
Sola

PARHAM ROAD
33,000 VPD

Kroger

OrthoVirginia

DOUGLAS S.
FREEMAN
HIGH SCHOOL

B's

T-Mobile

TRUIST

COOK OUT



REGENCY

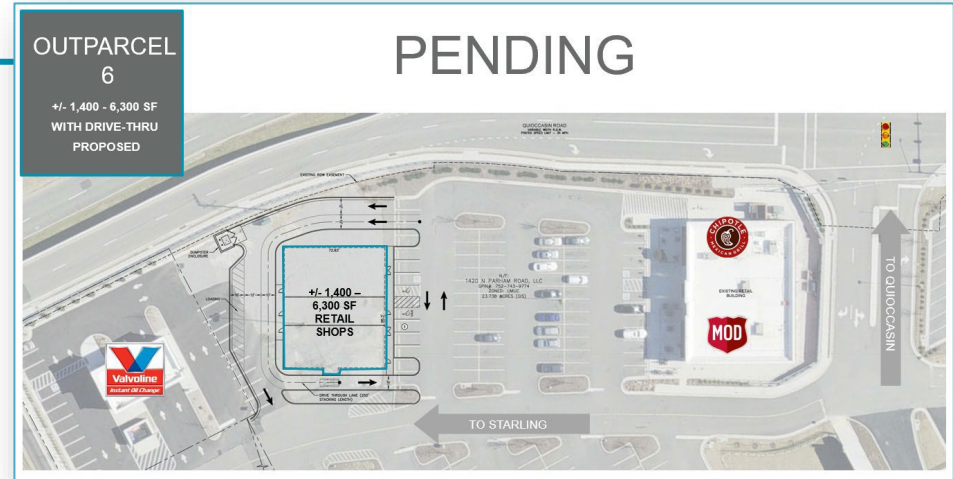
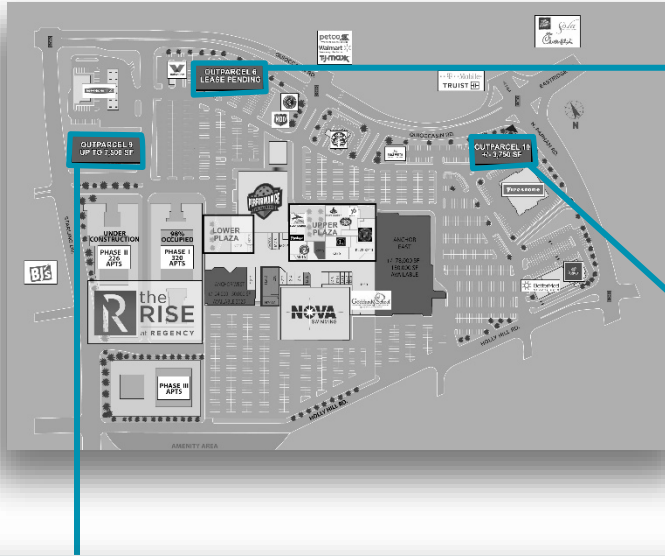
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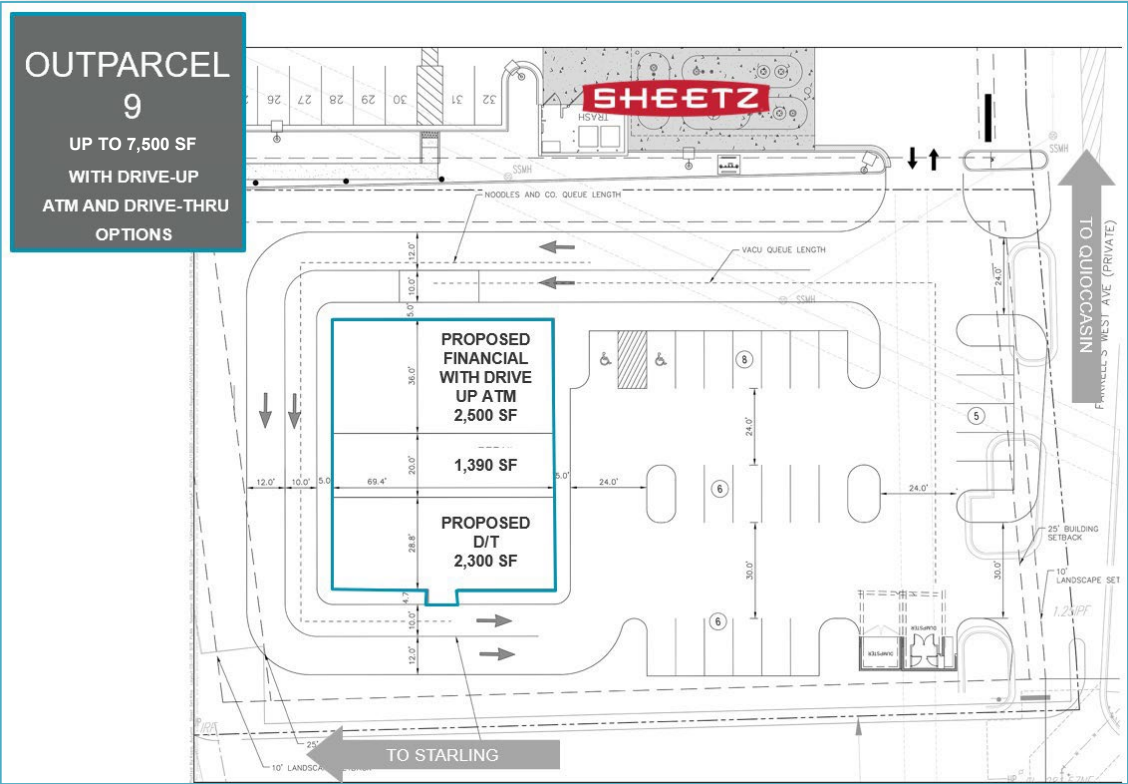
OVERALL REDEVELOPMENT SITE PLAN

OUTPARCELS

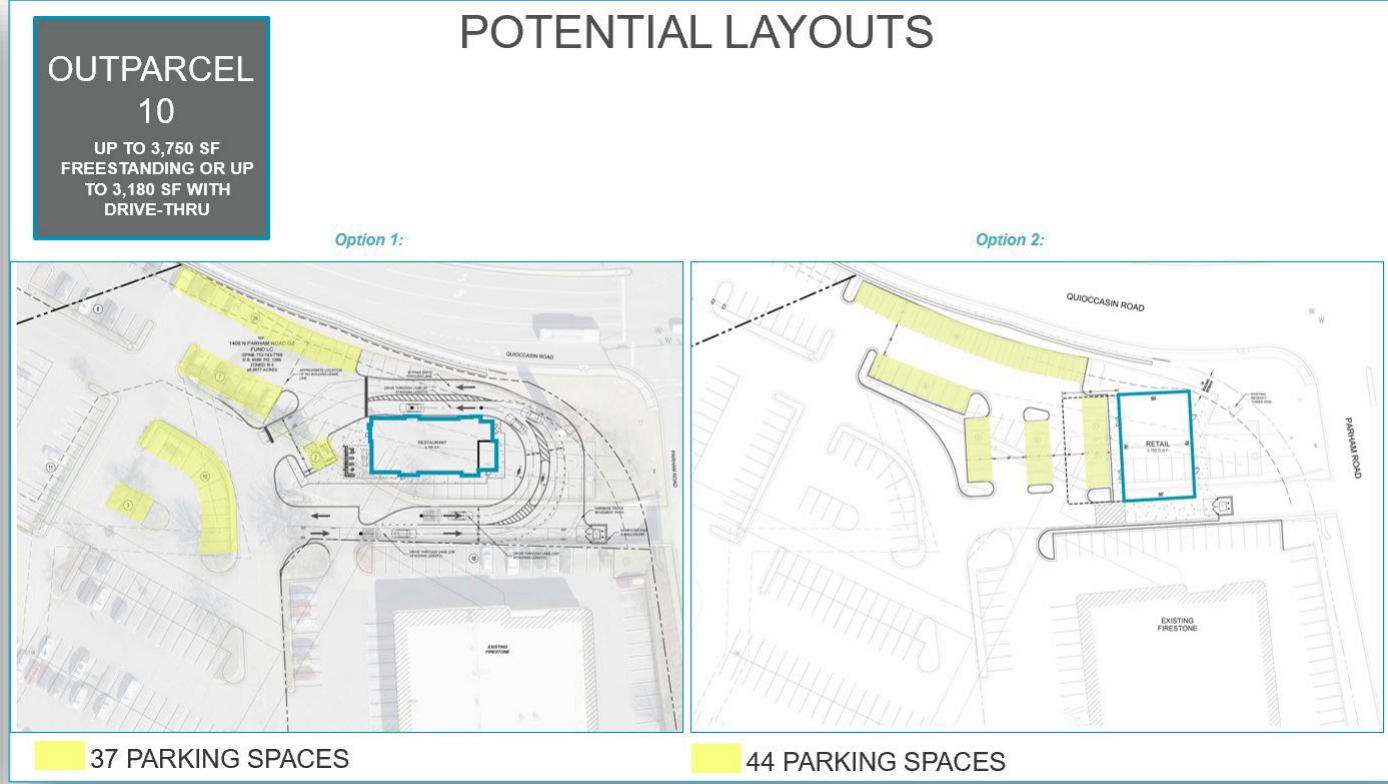


OUTPARCEL 6
±1,400 - 6,300 SF WITH DRIVE-THRU PROPOSED

PENDING



OUTPARCEL 9
UP TO 7,500 SF WITH DRIVE-UP ATM AND DRIVE-THRU OPTIONS



OUTPARCEL 10
UP TO 3,750 SF FREESTANDING OR UP TO 3,180 SF WITH DRIVE-THRU

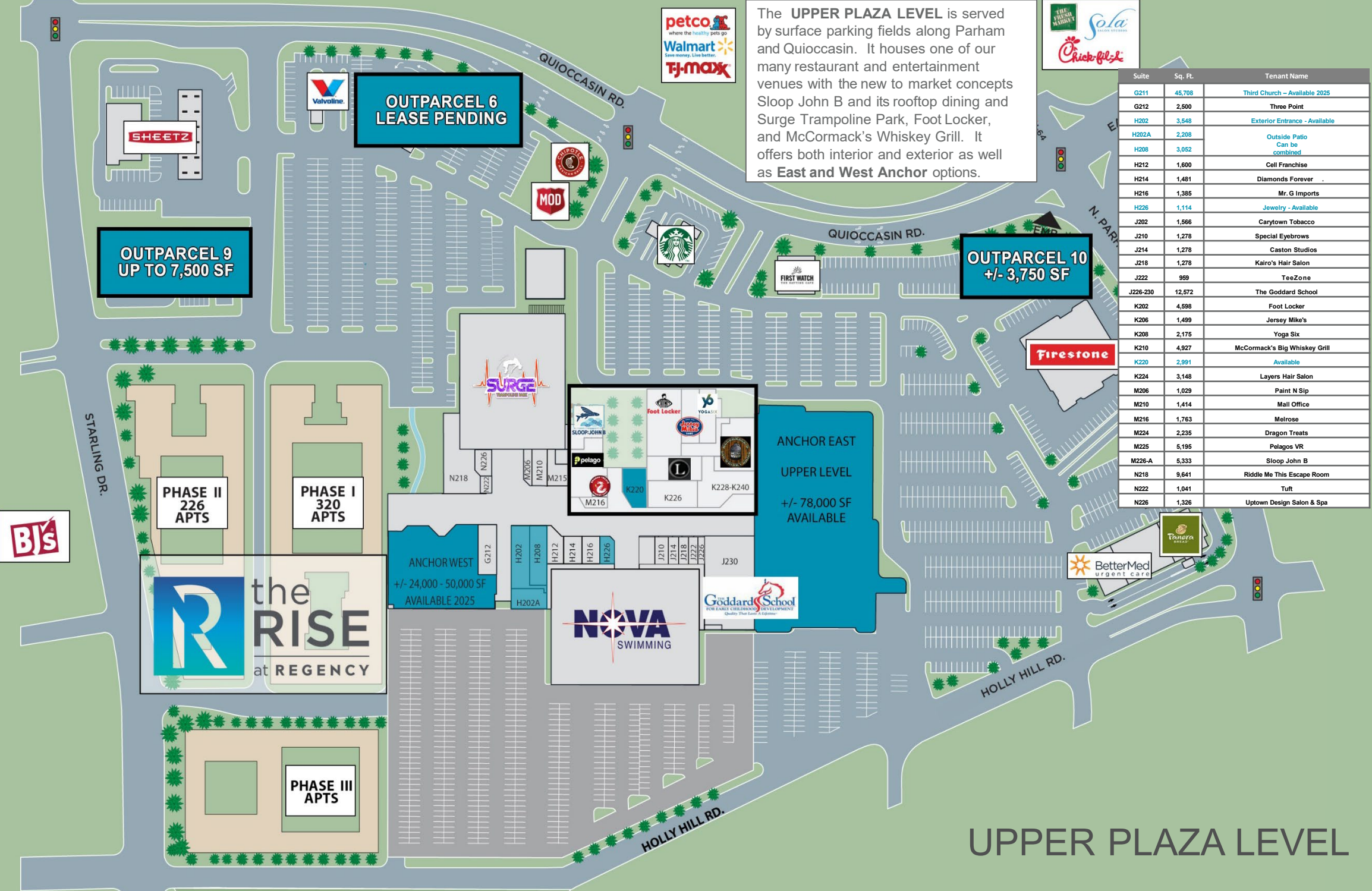
POTENTIAL LAYOUTS

Option 1:

Option 2:

37 PARKING SPACES

44 PARKING SPACES



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 Surge Trampoline Park, Foot Locker, and McCormack's Whiskey Grill. It offers both interior and exterior as well as **East and West Anchor** options.



Suite	Sq. Ft.	Tenant Name
G211	45,708	Third Church - Available 2025
G212	2,500	Three Point
H202	3,548	Exterior Entrance - Available
H202A	2,208	Outside Patio Can be combined
H208	3,052	
H212	1,600	Cell Franchise
H214	1,481	Diamonds Forever
H216	1,385	Mr. G Imports
H226	1,114	Jewelry - Available
J202	1,566	Carytown Tobacco
J210	1,278	Special Eyebrows
J214	1,278	Caston Studios
J218	1,278	Kairo's Hair Salon
J222	959	TeeZone
J226-230	12,572	The Goddard School
K202	4,598	Foot Locker
K206	1,499	Jersey Mike's
K208	2,175	Yoga Six
K210	4,927	McCormack's Big Whiskey Grill
K220	2,991	Available
K224	3,148	Layers Hair Salon
M206	1,029	Paint N Sip
M210	1,414	Mall Office
M216	1,763	Melrose
M224	2,235	Dragon Treats
M225	5,195	Pelagos VR
M226-A	5,333	Sloop John B
N218	9,641	Riddle Me This Escape Room
N222	1,041	Tuft
N226	1,326	Uptown Design Salon & Spa

**OUTPARCEL 6
LEASE PENDING**

**OUTPARCEL 9
UP TO 7,500 SF**

**OUTPARCEL 10
+/- 3,750 SF**



**ANCHOR EAST
UPPER LEVEL
+/- 78,000 SF
AVAILABLE**

**ANCHOR WEST
+/- 24,000 - 50,000 SF
AVAILABLE 2025**

**the RISE
at REGENCY**

**NOVA
SWIMMING**

Goddard's School
FOR EARLY CHILDREN
Quality. Trust. Love. & Education.

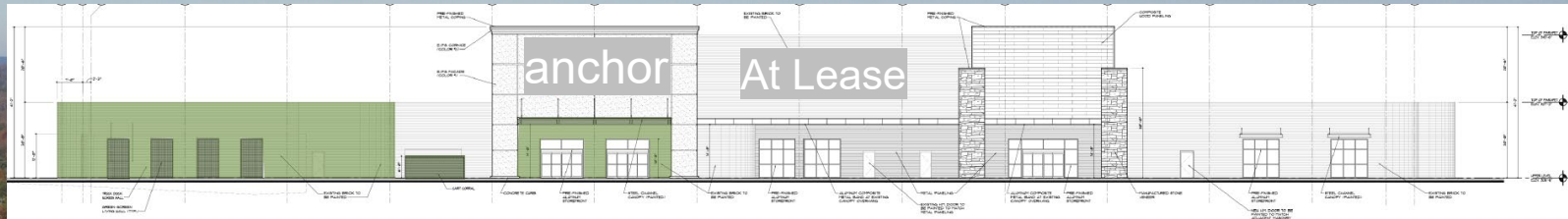
**BetterMed
urgent care**

**Panera
bread**

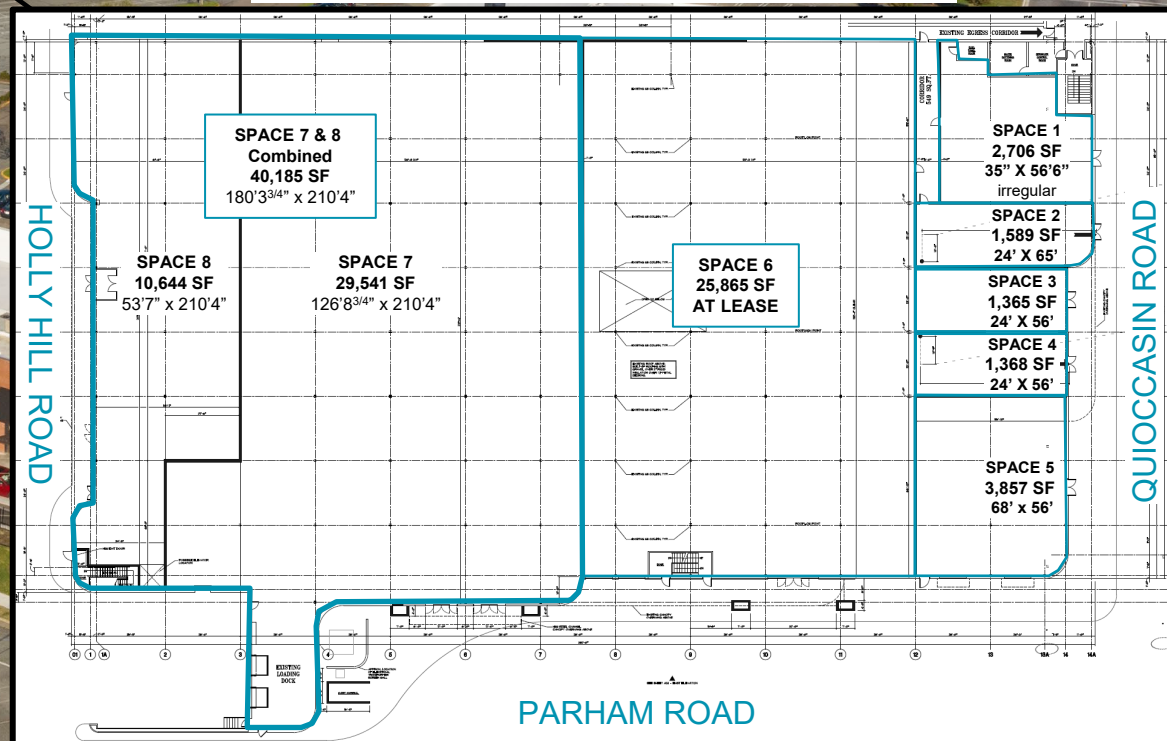
UPPER PLAZA LEVEL

ANCHOR EAST is a two-level building with 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, Quiocasin or Holly Hill Roads.

PROPOSED PARHAM ROAD FAÇADE RENDERING



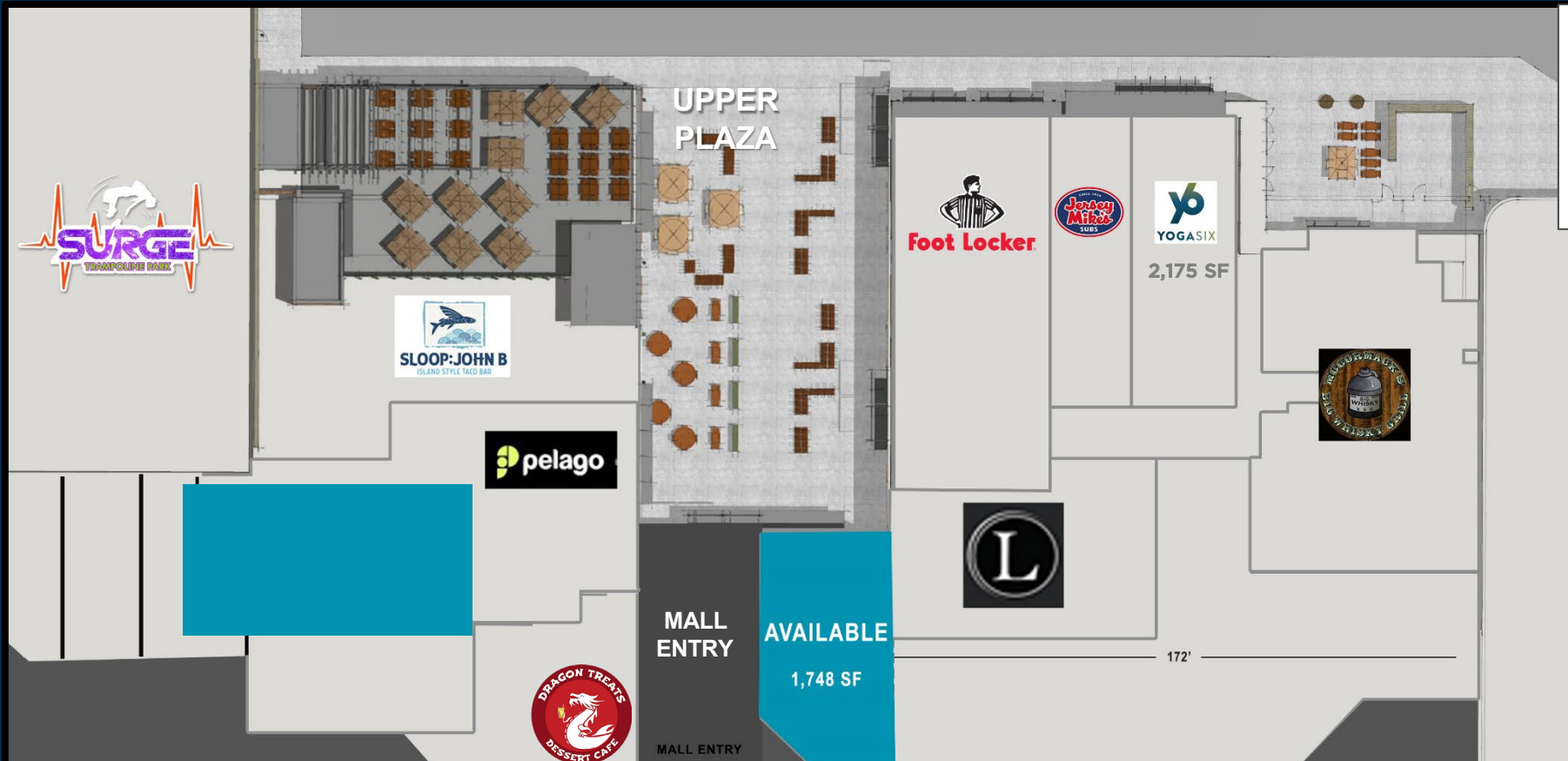
UPPER PLAZA LEVEL LAYOUT



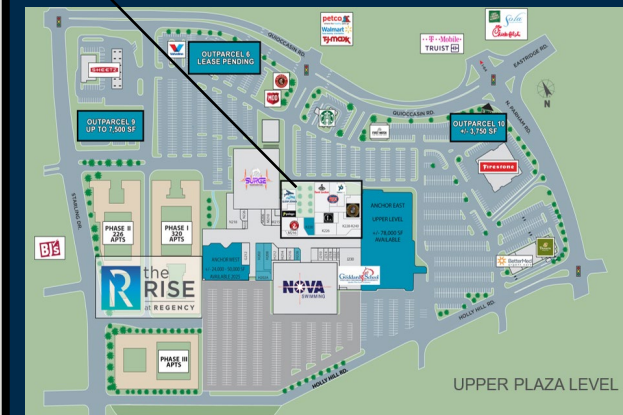
ANCHOR EAST



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.





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.

Suite	Sq. Ft.	Tenant Name
Restaurant Venue with Open-Air / Event Space 3,000 - 15,000 SF		
P118	24,000	Available 2025 Two level combined up to +/- 50,000 F
Q101	7,127	Step N Style
Q107	2,279	Allure Fragrance / Jewelry Palace
Q116	4,301	KD Sports
Q125	1,185	Click & Fish
R101	603	RVA Express
R102	1,023	Holistic Luna
S101	4,701	For the Love of Dance
S117	3,511	Regency Clothiers
S125	8,000	Available
S129	4,895	Available
S130	3,703	Available
HENRICO COUNTY CONTINUING & ADULT EDUCATION		
S149	2,008	Click & Fish Aquariums - Available

LOWER PLAZA LEVEL

LOWER PLAZA RESTAURANT VENUE

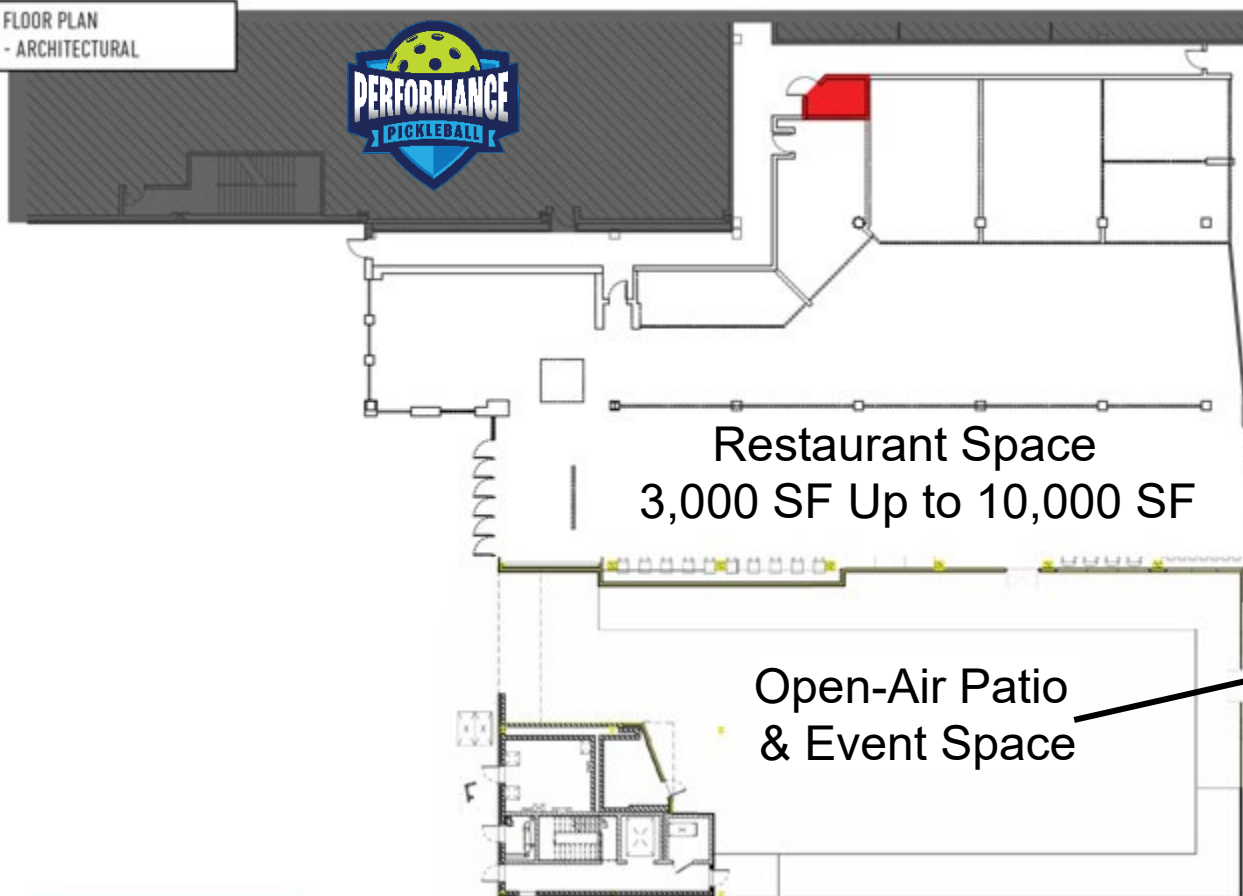


The Lower Plaza Food Hall / Restaurant Venue Entrance brings you into REGENCY's Lower Plaza Level and is the transition between Performance Pickleball, residential and commercial businesses.

Venue area can accommodate footprints from ~3,000 – 15,000 SF (1-2 story) plus large outside open-air patio for dining and events.



EXISTING FLOOR PLAN
LEVEL 01 - ARCHITECTURAL



Open-Air Patio & Event Space





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 available in 2025. 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

REGENCY

The **RISE at REGENCY** is our on-site residential positioned at the Starling Drive entrance and fronting the **Lower Plaza**, 320 apartment units completed construction and leased with residential move ins completed in 2022. Phase II, 226 units, is under construction with delivery in 2025.



**546 UNITS
ON-SITE BY 2025**





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 complete with 220 units in Phase II 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



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

DEMOGRAPHICS

DRIVE TIMES	7 Minute	12 Minute	15 Minute
2023 Total Population	67,430	186,244	295,656
2028 Projected Population	67,273	189,390	303,517
2023 Households	27,669	77,980	126,601
2028 Projected Households	27,801	79,488	130,951
2023 Average Household Income	\$134,278	\$136,200	\$131,326
2028 Projected Household Income	\$151,875	\$154,686	\$149,349
Daytime Employees	30,027	137,430	210,720

RADII	1 Mile	3 Mile	5 Mile
2023 Population	12,543	84,631	207,596
2028 Projected Population	12,770	84,510	211,141
2023 Households	4,963	34,231	85,847
2028 Projected Households	5,093	34,426	84,551
2023 Average Household Income	\$97,194	\$136,484	\$139,368
2028 Projected Household Income	\$110,297	\$153,728	\$158,022
Daytime Employees	7,624	61,658	144,531

CONSUMER EXPENDITURE	1 Mile	3 Mile	5 Mile
2023 Retail Expenditure	\$147 M	\$1.3 B	\$3.4 B

TRADE AREA PROFILE	
2023 Population	1,301,227
2028 Projected Population	1,337,024
2023 Households	515,770
2028 Projected Households	534,610
2023 Median Age	39.3
2023 Average Household Income	77,682
2028 Projected Average Household Income	87,134



30,027

7-MINUTE DAYTIME EMPLOYEES



207,596

5 MILE POPULATION



\$139,368

5 MILE AVERAGE HOUSEHOLD INCOME



\$3.4 B

5-MILE 2023 RETAIL EXPENDITURE

295,656

12 MIN POPULATION

1,301,227

TRADE AREA

320 | 226

PHASE I PHASE II APARTMENTS

1,200+

TOTAL

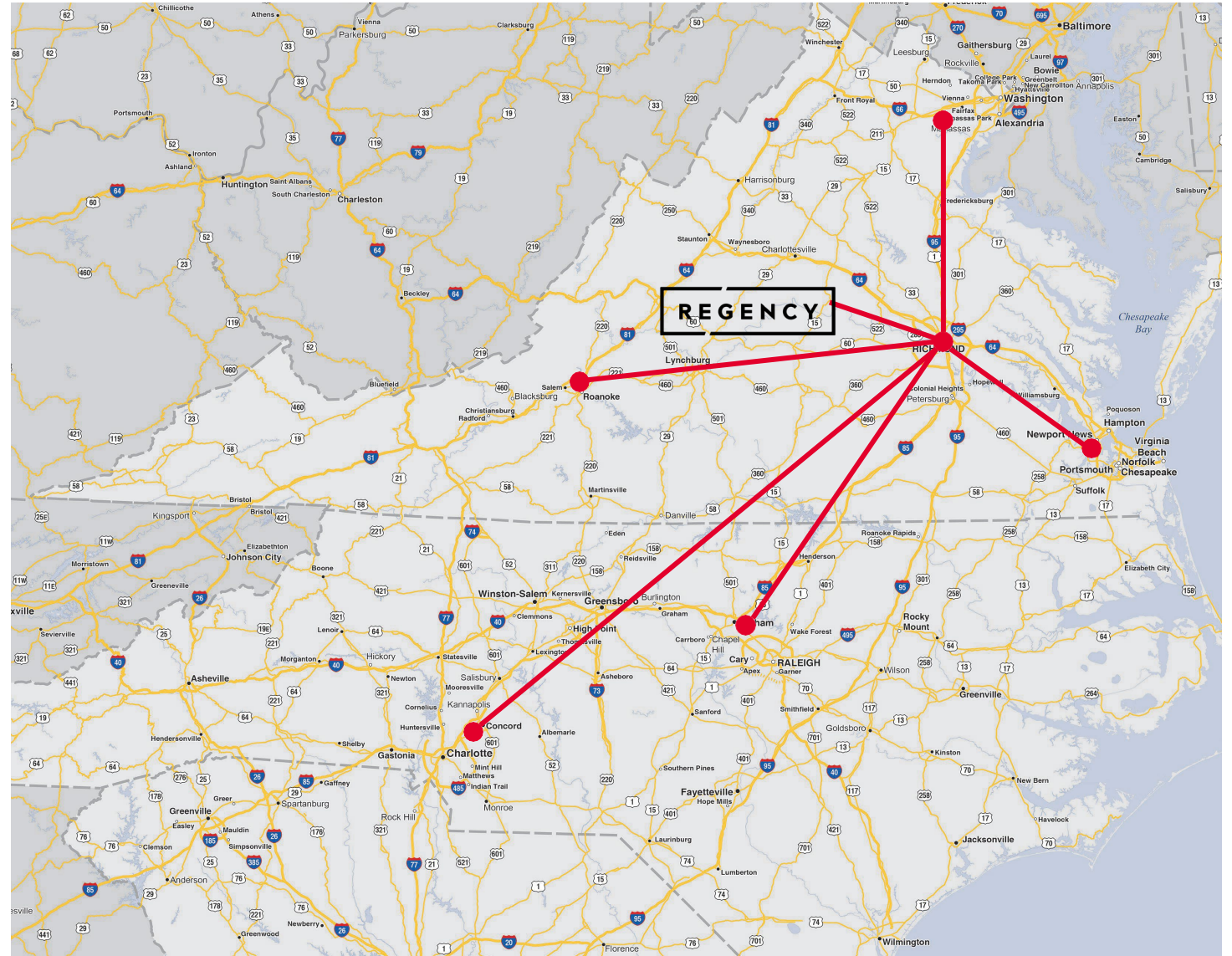
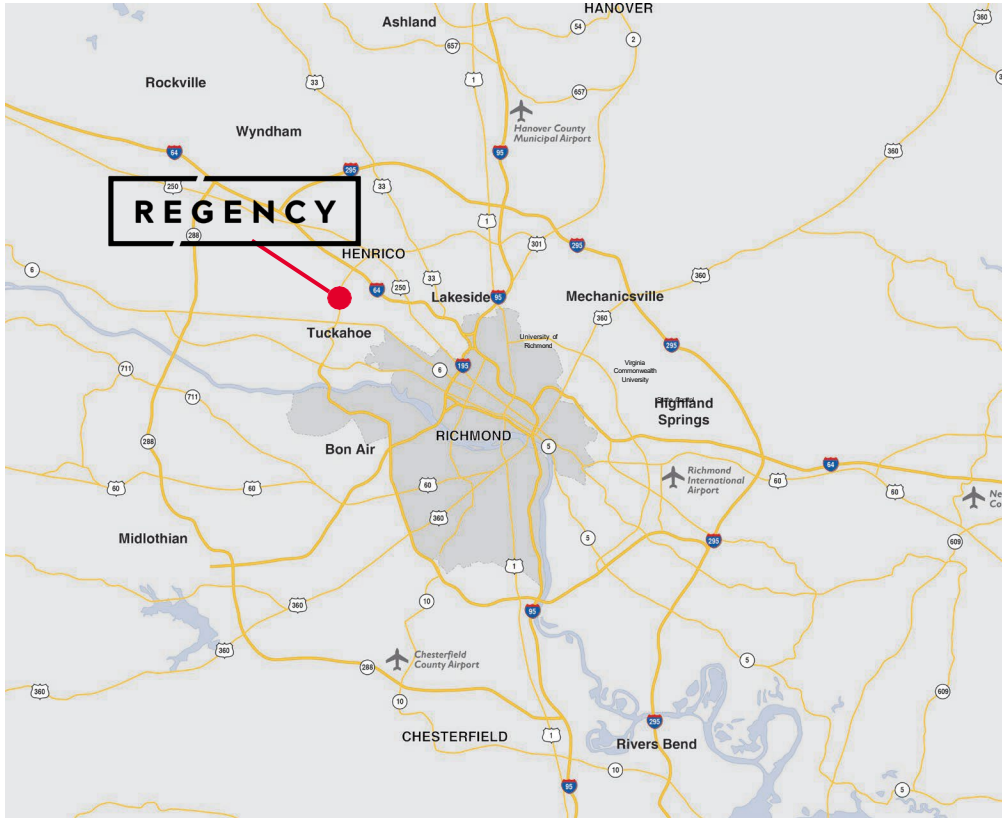
515,770

NO. OF HOUSEHOLDS IN TRADE AREA

\$77,682

AVG. HH INCOME IN TRADE AREA

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

For more information, contact:

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JOIN



REDEVELOPMENT UNDERWAY - URBAN MIXED-USE ZONING



UP TO
2 MILLION
SQ FT | TOTAL



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



3,500+
PARKING SPACES



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



55,000 VPD
TRAFFIC COUNT



1,301,227
TRADE AREA POPULATION