

# REGENCY

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



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**THALHIMER**

# PROPERTY OVERVIEW

## OVERVIEW

<b>LOCATION</b>	1.5 miles south of I-64 at exit 181 in Richmond, VA. Located in a retail hub including Performance Pickleball, Foot Locker, Surge, NOVA, Walmart, BJ's Wholesale, Kroger, Fresh Market, TJ Maxx, and Petco.
<b>MARKET</b>	Richmond MSA (1.3 million+ in population). <b>REGENCY</b> 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 are complete with 314 units in Phase II under construction), open courtyards and pedestrian plazas.
<b>ZONING</b>	Urban Mixed-Use (UMU)
<b>TOTAL SF</b>	2MSF planned walkable mixed-use residential, retail, office and entertainment district. REGENCY is approved for 1,200 residential units, and ±900,000 SF of retail, office, restaurant and entertainment uses.
<b>SITE SIZE</b>	46 acres
<b>PARKING</b>	Over 3,500 spaces on site

## CURRENT TENANTS



# REGENCY

## Renew. Refresh. Reconnect.



# LOCATION OVERVIEW

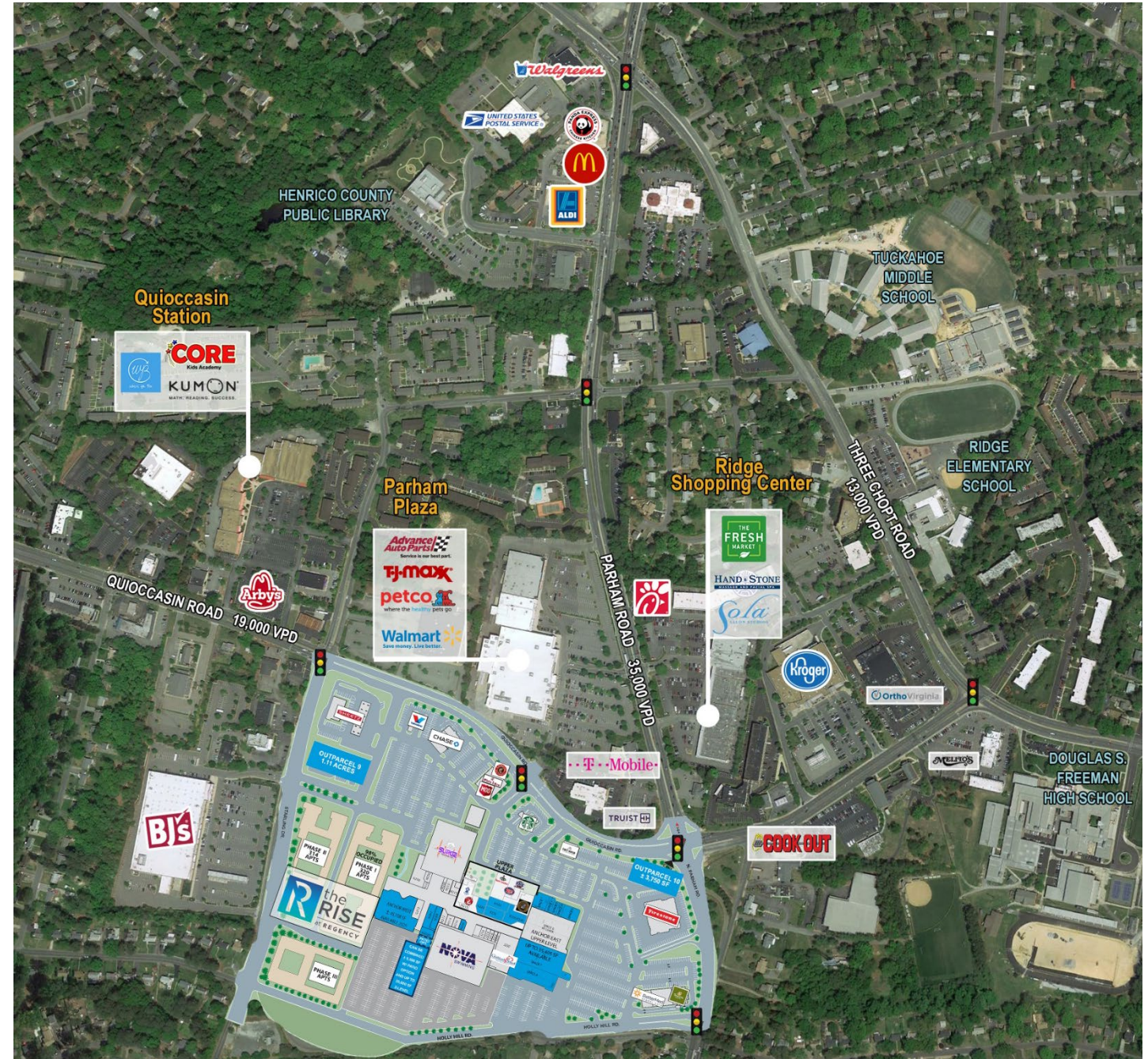
## THE HEART OF RICHMOND'S WEST END

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. We invite you to come back with us, as we restore **REGENCY'S** pride and recreate connections around 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.



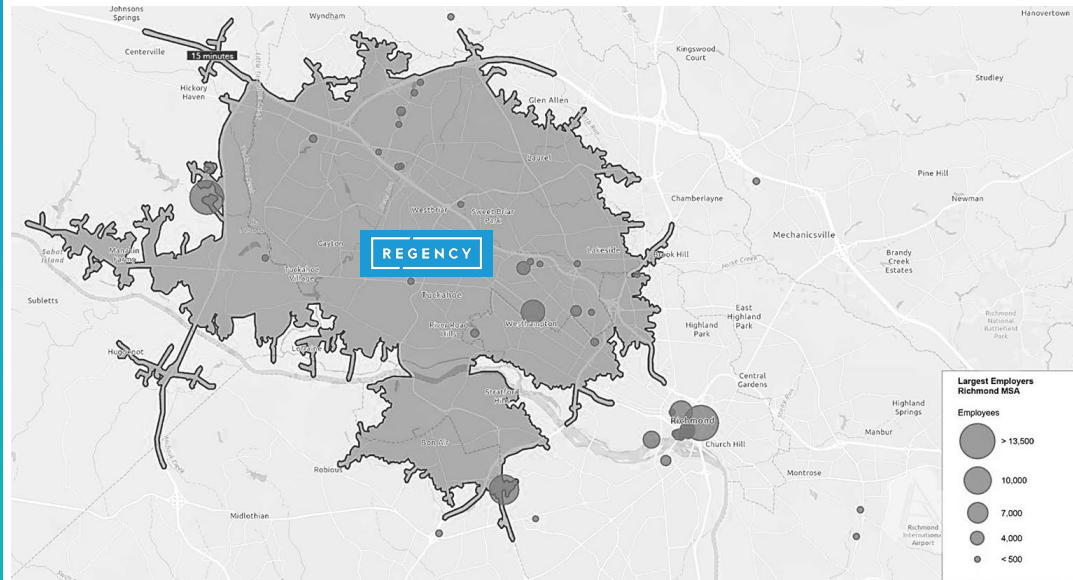
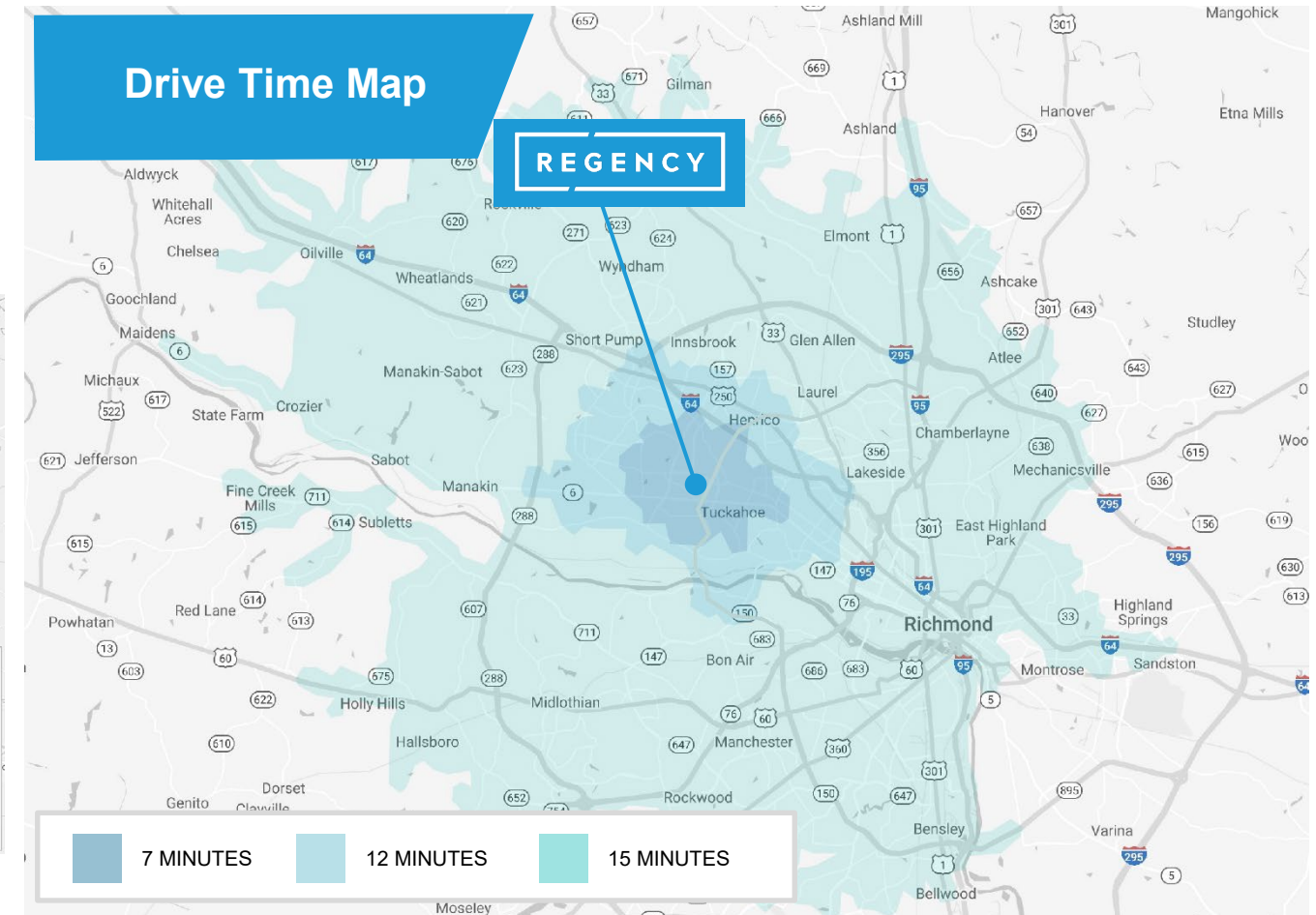
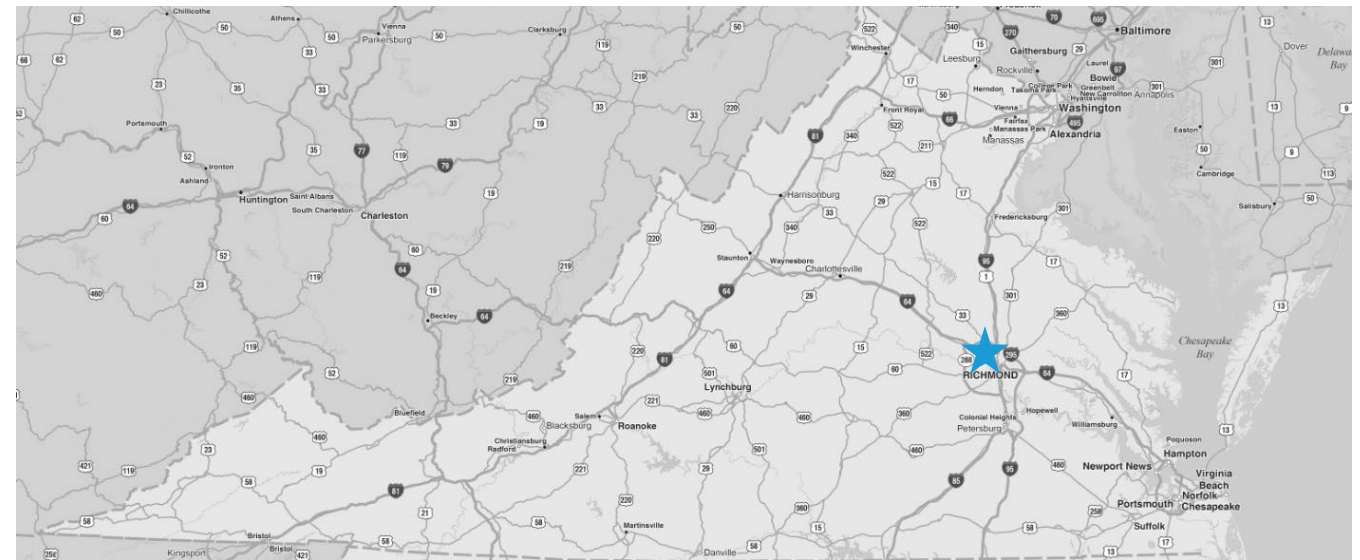
# LOCATION OVERVIEW

**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!



# 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

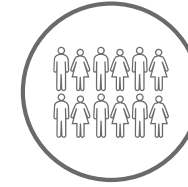
CONSUMER EXPENDITURE	1 MILE	3 MILE	5 MILE
2023 Retail Expenditure	\$147M	\$1.3B	\$3.4B

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



**515,770**

NO. OF HOUSEHOLDS  
IN TRADE AREA



**\$77,682**

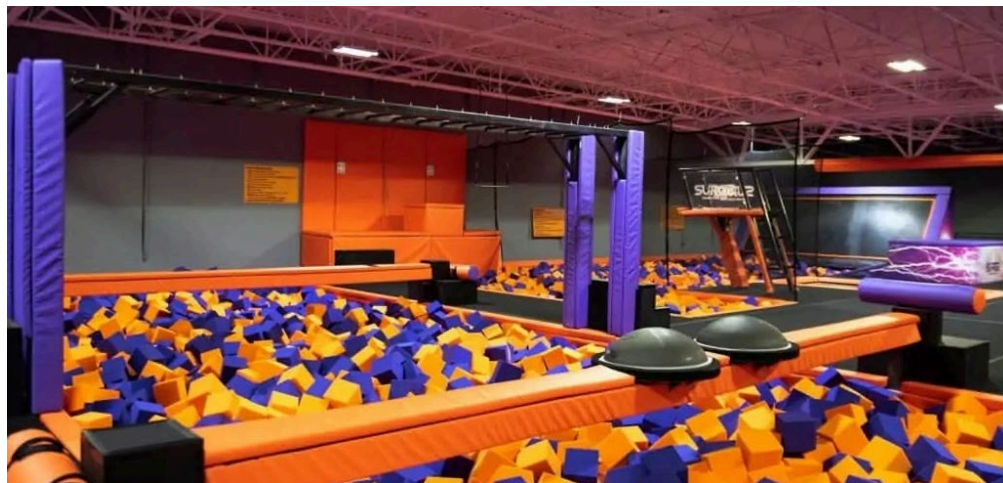
AVERAGE HH INCOME  
IN TRADE AREA

## UPPER PLAZA LEVEL

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.



Located on the Upper Plaza Level, Sloop John B is an island-style taco bar with an upscale twist, combining the fresh citrus flavors of the Caribbean. The restaurant features a rooftop bar with an accompanying lounge for live music.



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.



AVAILABLE SPACES	
Anchor West	± 45,708 SF
H202	3,548 SF
H202 A	2,208 SF
H208	3,052 SF
H226	1,114 SF
K224	3,148 SF
K220, K226, K228-K240	1,700-10,000+ SF
Anchor East - Space 1	2,706 SF
Anchor East - Space 2	1,589 SF
Anchor East - Space 3	1,365 SF
Anchor East - Space 4	1,368 SF
Anchor East - Space 5	3,857 SF
Anchor East - Space 6	29,753 SF
Anchor East - Space 7	23,383 SF
Anchor East - Space 8	12,022 SF
Outparcel 9	1.11 ACRES
Outparcel 10	± 3,750 SF



AVAILABLE SPACES	
K224	3,148 SF
K220, K226, K228-K240	1,700-10,000+ SF



## LOWER PLAZA 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.



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 expansion to Regency 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.

**In June 2024, Henrico County approved additional funding to allow NOVA to complete its Mezzanine level and add seating for 1,000 spectators. Completion expected in 2025 will generate \$20 million in Sports Tourism.**



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.



# LOWER PLAZA RESTAURANT VENUE

The Lower Plaza 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.



- 1,000 gallon grease trap
- 1,200 amps
- 1.5” water line
- 4 walk ins
- 2 hoods (Type 1)
- Various sink configurations



# ANCHOR EAST

Anchor East is a two-level building with a 78,000 SF 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.



# PROPOSED ELEVATIONS



# ANCHOR EAST

## AVAILABLE SPACE LOWER LEVEL

Space 16	33,000 SF
Space 19	33,321 SF



## AVAILABLE SPACES UPPER LEVEL

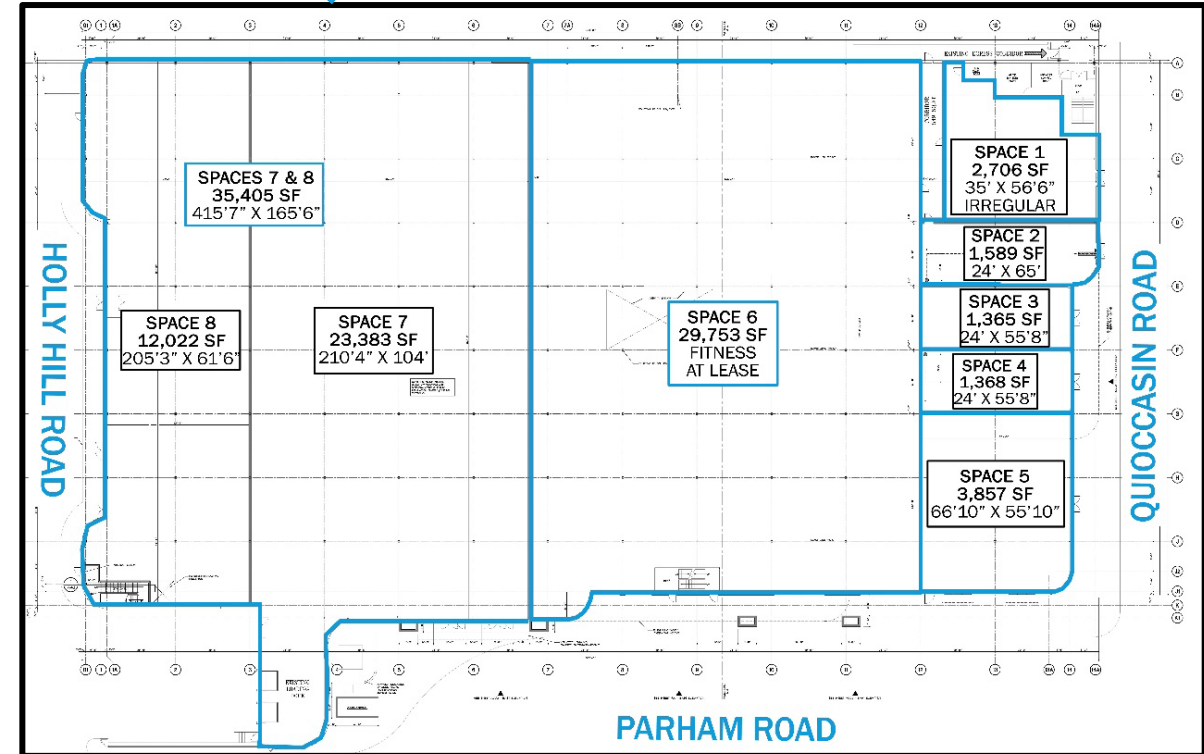
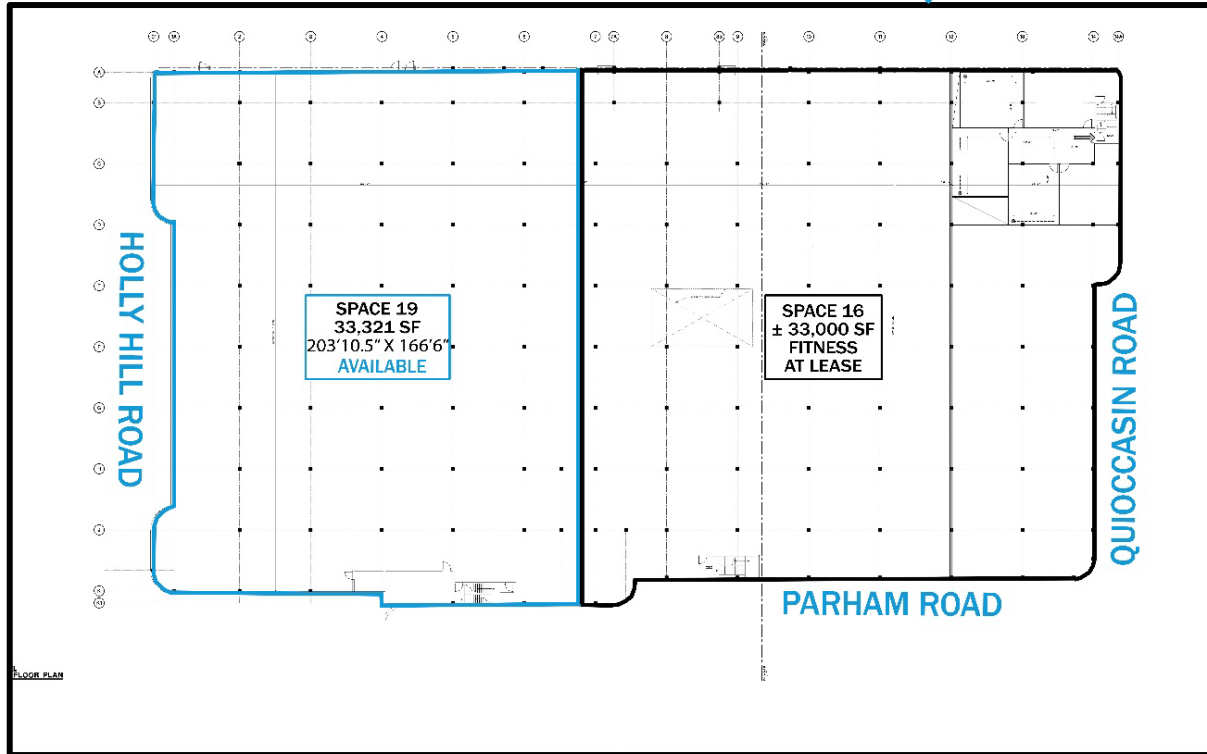
Space 1	2,706 SF
Space 2	1,589 SF
Space 3	1,365 SF
Space 4	1,368 SF
Space 5	3,857 SF
Space 6	29,753 SF
Space 7	23,383 SF
Space 8	12,022 SF

Can be combined for up to 10,885 SF

Can be combined for up to 35,405 SF

LOWER LEVEL

UPPER LEVEL



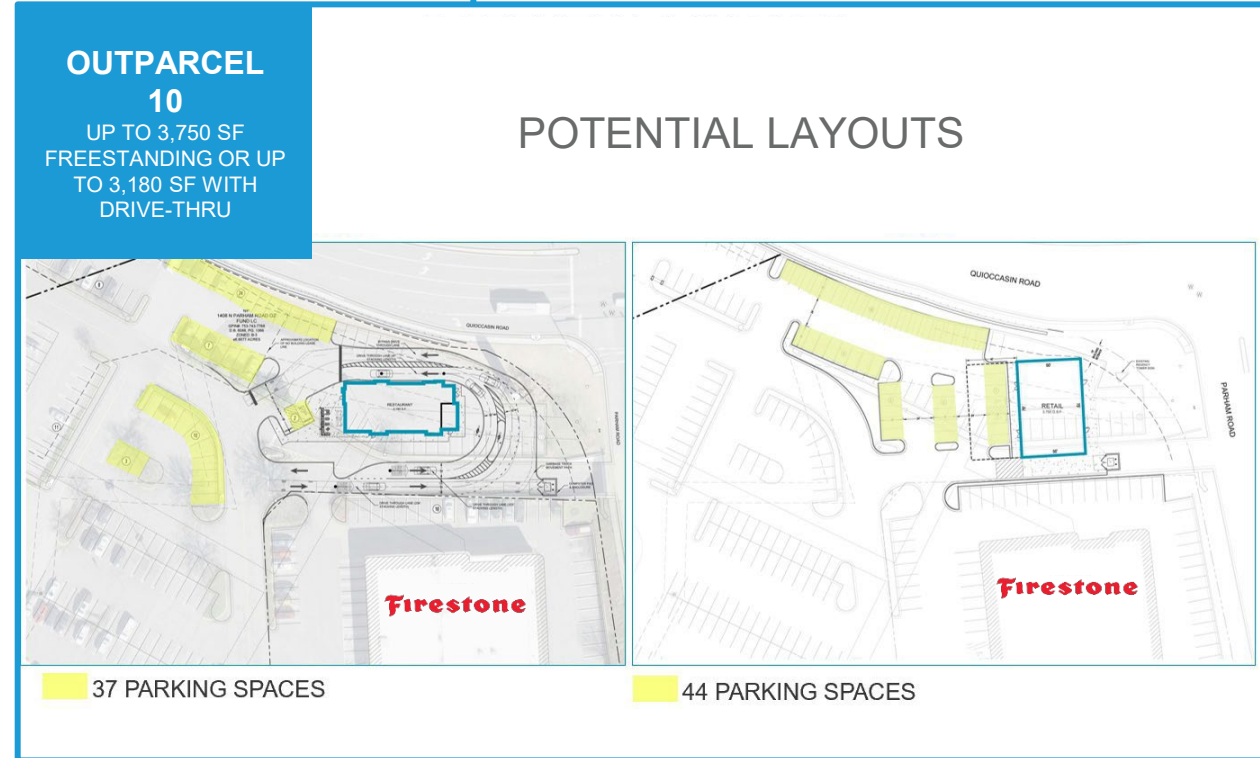
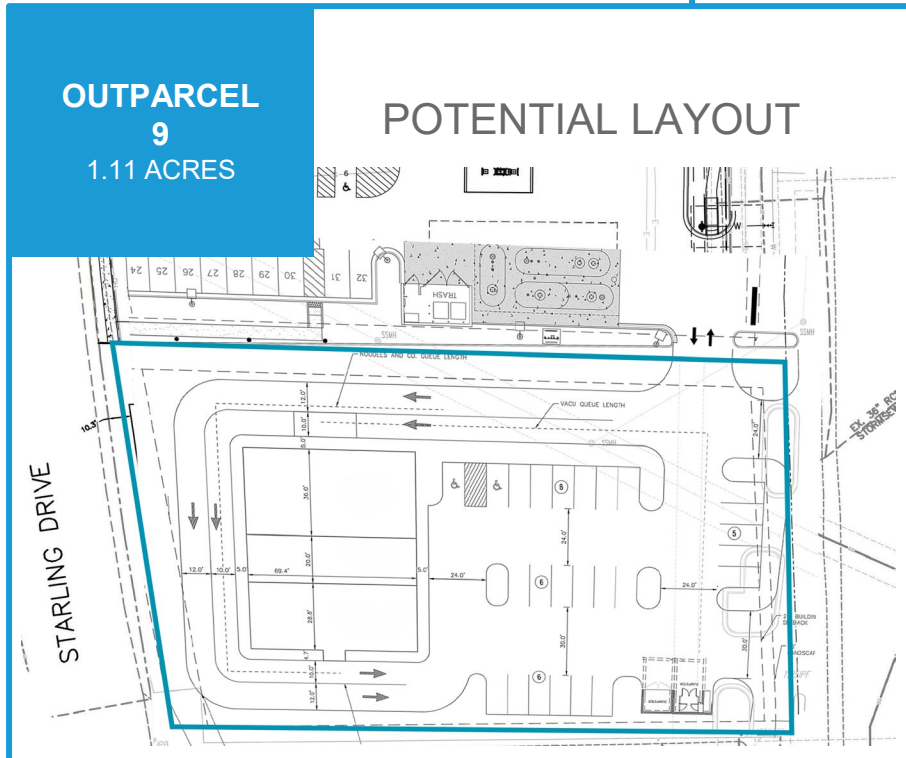
# ANCHOR WEST

Anchor West is a one or two-level offering with a floor plate of 24,000 SF offering up to ±50,000 SF opportunity with an internal escalator. 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.

Anchor West can provide a convenient work-play-live aspect for those businesses looking to provide an easy commute solution for their employees. Regency offers 320 exiting units on site and is approved for 1,200 at build out.



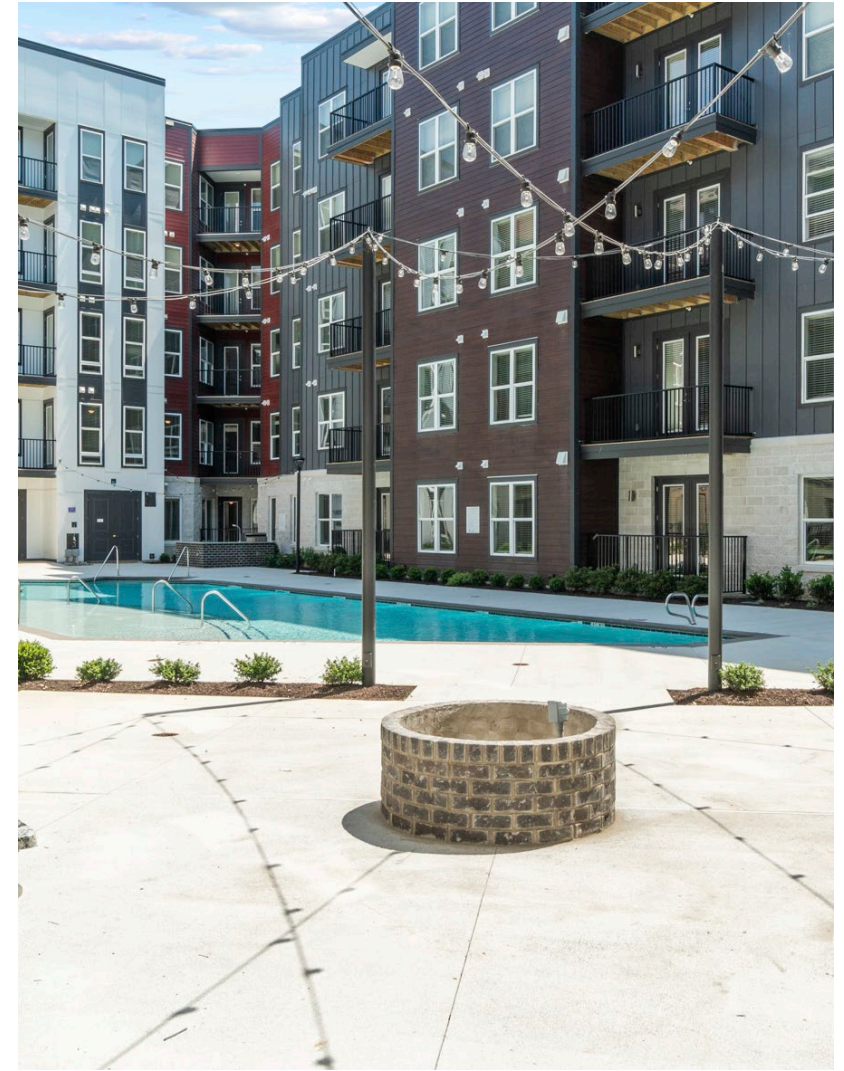
# OUTPARCELS





# THE RISE AT REGENCY

The Rise at Regency is our onsite 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, 314 units, is slated to be delivered in 2025. Regency is approved for 1,200 units at final build out.





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