

REGENCY

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



As Owner/Agent:

CONNIE JORDAN NIELSEN
Senior Vice President
804 697 3569
connie.nielsen@thalhimer.com

NICKI JASSY
Senior Vice President
804 697 3433
nicki.jassy@thalhimer.com



THALHIMER

PROPERTY OVERVIEW

OVERVIEW

| | |
|---------------------|--|
| LOCATION | 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. |
| 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 314 units in Phase II under construction), open courtyards and pedestrian plazas. |
| ZONING | Urban Mixed-Use (UMU) |
| TOTAL SF | 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. |
| SITE SIZE | 46 acres |
| PARKING | Over 3,500 spaces on site |
| AVAILABILITY | 1,000 SF – 156,000 SF |



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 heart 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.



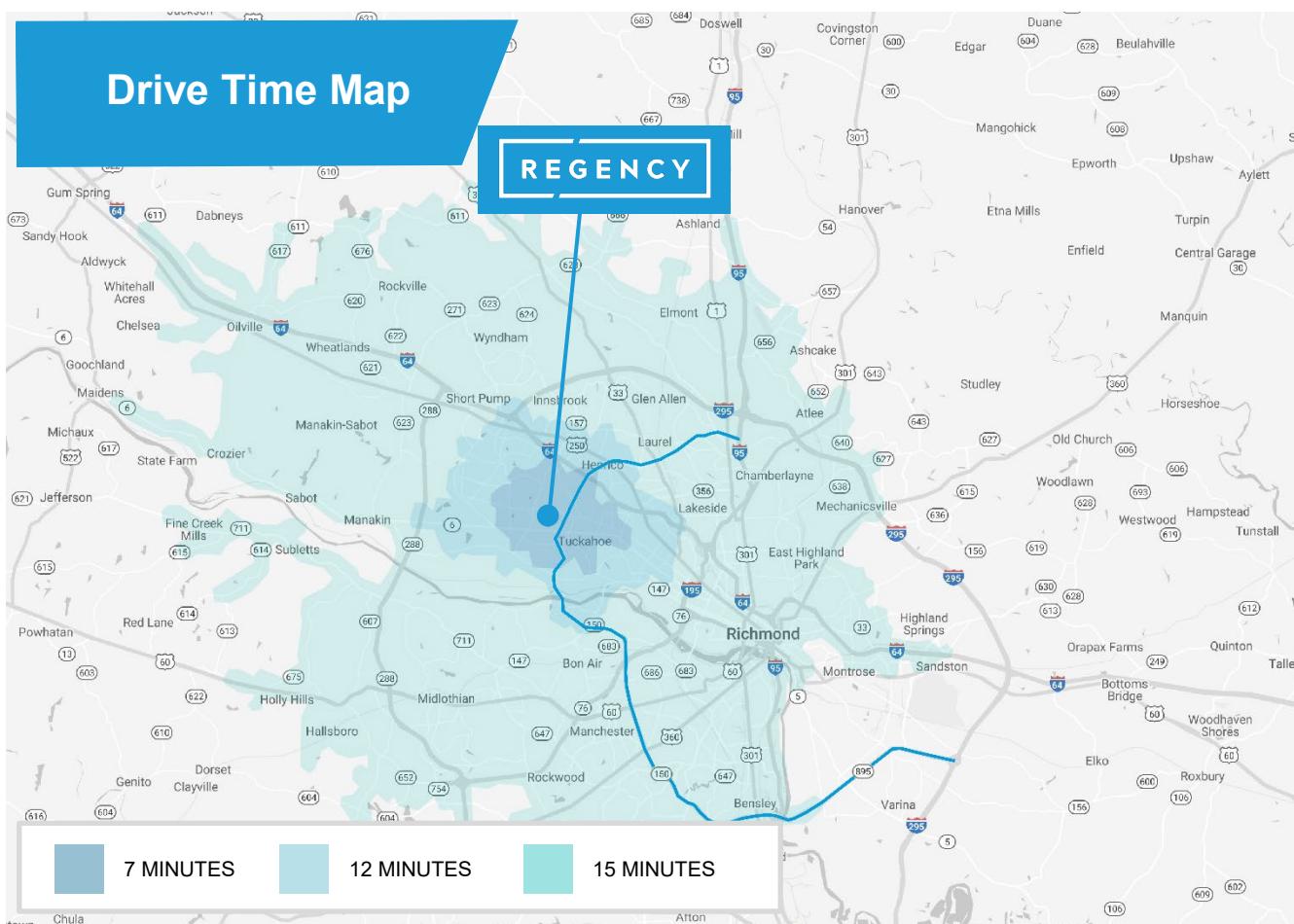
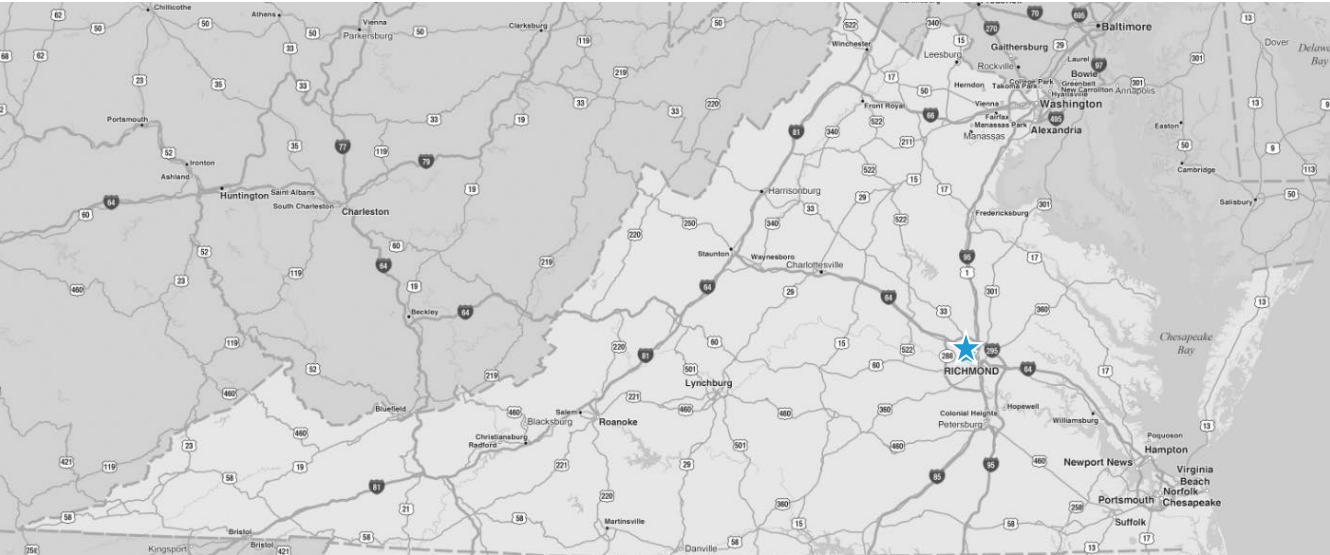
LOCATION OVERVIEW

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 |
|---------------------------------|-----------|-----------|-----------|
| 2024 Population | 54,264 | 150,520 | 206,326 |
| 2029 Projected Population | 53,421 | 150,414 | 209,291 |
| 2024 Households | 22,616 | 63,006 | 88,897 |
| 2029 Projected Households | 22,178 | 62,658 | 89,918 |
| 2024 Average Household Income | \$141,571 | \$145,284 | \$147,977 |
| 2029 Projected Household Income | \$147,815 | \$151,616 | \$154,471 |
| Bachelor's Degree + | 55.9% | 56.8% | 58% |
| Daytime Employees | 20,701 | 91,332 | 145,189 |

RADI

| | 1 MILE | 3 MILE | 5 MILE |
|---------------------------------|-----------|-----------|-----------|
| 2024 Population | 12,548 | 80,804 | 201,079 |
| 2029 Projected Population | 12,320 | 79,628 | 201,609 |
| 2024 Households | 4,948 | 32,933 | 84,655 |
| 2029 Projected Households | 4,833 | 32,290 | 84,366 |
| 2024 Average Household Income | \$110,499 | \$153,399 | \$151,504 |
| 2029 Projected Household Income | \$114,646 | \$160,169 | \$158,489 |
| Bachelor's Degree + | 47.2% | 57.6% | 56.6% |
| Daytime Employees | 4,183 | 49,131 | 132,324 |

CONSUMER EXPENDITURE

| | 1 MILE | 3 MILE | 5 MILE |
|-------------------------|--------|--------|--------|
| 2024 Retail Expenditure | \$150M | \$1.4B | \$3.8B |

TRADE AREA PROFILE

| | |
|---|-----------|
| 2024 Population | 1,315,849 |
| 2029 Projected Population | 1,358,802 |
| 2024 Households | 522,750 |
| 2029 Projected Households | 546,141 |
| 2024 Median Age | 38.93 |
| 2024 Average Household Income | \$118,532 |
| 2029 Projected Average Household Income | \$136,370 |



20,701

7-MINUTE DAYTIME
EMPLOYEES



201,079

5-MILE POPULATION



\$151,504

5-MILE AVERAGE
HOUSEHOLD INCOME



\$3.8 B

5-MILE 2024 RETAIL
EXPENDITURE



522,750

NO. OF HOUSEHOLDS
IN TRADE AREA



\$118,532

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 Twin Hickory Tavern joining Regency's lineup with 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, Twin Hickory Tavern is joining our Regency line-up. Well established in the Richmond west end market, the restaurant is known for being the neighborhood casual dining spot with gourmet burgers and expansive craft beer selection. The restaurant will feature 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.

UPPER PLAZA LEVEL – LEASE PLAN



| SUITE | TENANT | SQUARE FOOTAGE |
|--|---------------------------|----------------------|
| Anchor West | AVAILABLE | ± 22,000 - 45,708 SF |
| G212 | Three Point | 2,500 SF |
| H202 | Cerebral Vortex | 3,548 SF |
| H202 A | Escape Room | 2,208 SF |
| H208 | Kairos Hair Salon | 3,052 SF |
| H212 | Cell Fashion | 1,600 SF |
| H214 | AVAILABLE | 1,481 SF |
| H216 | Mr. G Imports | 1,385 SF |
| H226 | AVAILABLE | 1,114 SF |
| J202 | Carytown Tobacco | 1,566 SF |
| J210 | Special Eyebrows | 1,278 SF |
| J214 | Caston Studio | 1,278 SF |
| J218 | AVAILABLE | 1,278 SF |
| J222 | AVAILABLE | 959 SF |
| K224 | Citrine Salon | 3,148 SF |
| K220-K240 | Monster Mini Golf | 10,355 SF |
| M206 | AVAILABLE | 1,029 SF |
| M216 | Melrose | 1,400 SF |
| M224 | Dragon Treats | 1,000 SF |
| N218 | Riddle Me This | 9,641 SF |
| N222 | Tee Zone | 1,041 SF |
| N226 | Upton Designs Salon & Spa | 1,326 SF |
| ANCHOR EAST – UP TO 156,000 SF 2 LEVELS | | |
| AE-1 | AVAILABLE | 2,706 SF |
| AE-2 | AVAILABLE | 1,589 SF |
| AE-3 | AVAILABLE | 1,365 SF |
| AE-4 | AVAILABLE | 1,368 SF |
| AE-5 | AVAILABLE | 3,857 SF |
| AE-6 | AVAILABLE | 29,753 SF |
| AE-7 | AVAILABLE | 23,383 SF |
| AE-8 | AVAILABLE | 12,022 SF |
| OUTPARCELS | | |
| Outparcel 9 | AVAILABLE | 1.11 ACRES |
| Outparcel 10 | AVAILABLE | ± .9 ACRES |

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 LEVEL – LEASE PLAN



| SUITE | TENANT | SQUARE FOOTAGE |
|-------------|-------------------------|--------------------------------|
| Anchor West | AVAILABLE | ± 24,000-47,508 SF 2 Levels |
| T109A | AVAILABLE | 605 SF |
| T109B | Phoenix Boutique | 624 SF |
| T113 | AVAILABLE | 1,021 SF |
| T117 | AVAILABLE | 847 SF |
| S101 | Barre None Dance Studio | 4,701 SF |
| S117 | Regency Clothiers | 3,511 SF |
| S125 | AVAILABLE | 8,000 SF |
| S129 | AVAILABLE | 4,895 SF |
| S130 | AVAILABLE | 3,703 SF |
| S149 | AVAILABLE | 2,008 SF |
| Q101 | Step N Style | 7,128 SF |
| Q107 | Allure Fragrance | 2,279 SF |
| Q116 | KD Sports | 4,301 SF |
| Q125 | Click & Fish Aquariums | 1,185 SF |
| R101 | Diamonds Forever | 603 SF |
| R102 | Holistic Luna | 1,023 SF |
| Anchor East | AVAILABLE | ± 20,000-156,000 SF 2 Levels |
| F-1 | Grove Eye Care | 7,472 SF |
| F-2 | Tee Box | 4,476 SF |

ANCHOR EAST

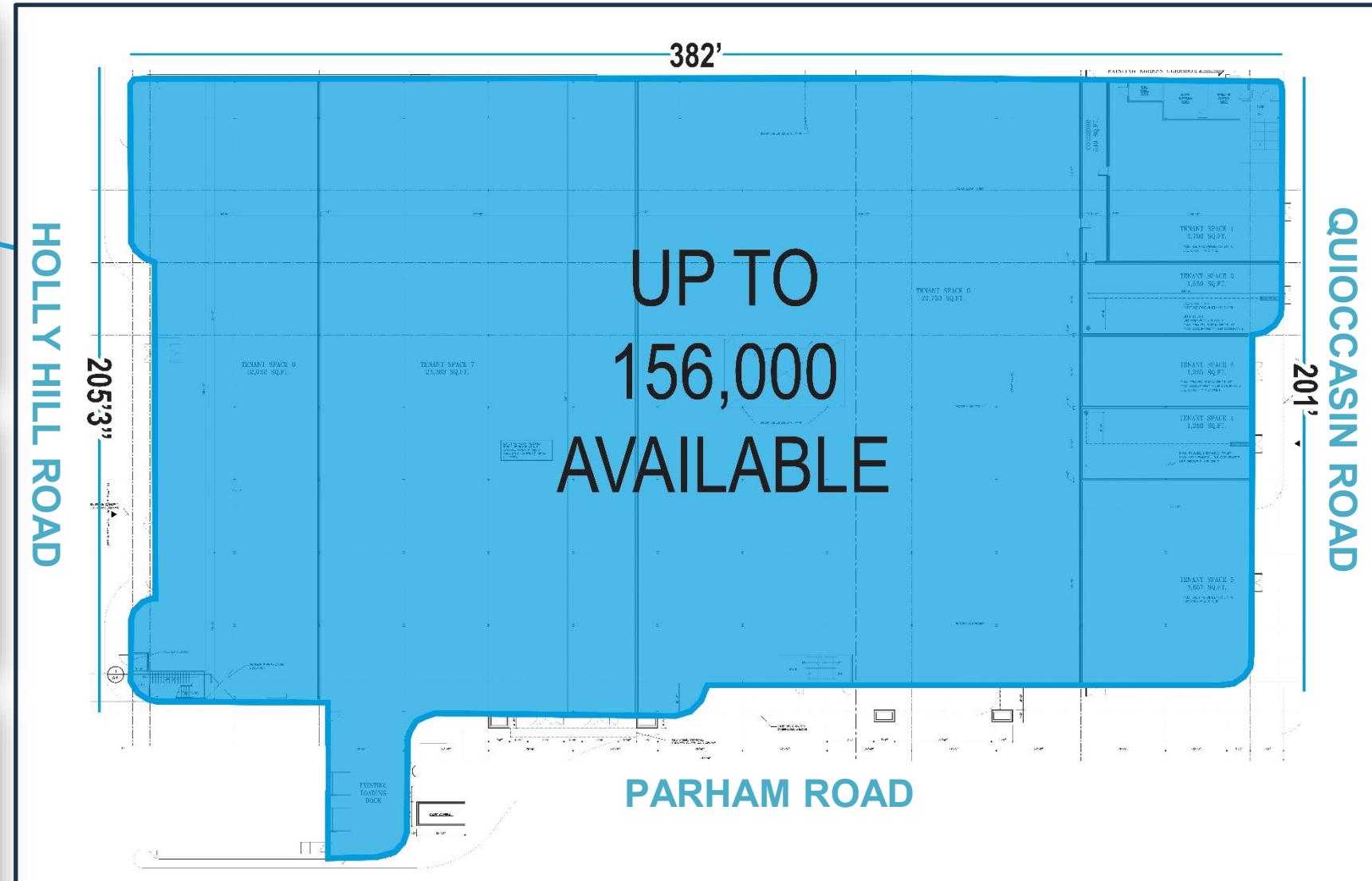
Anchor East is a two-level building with a 78,000 SF footprint for a total of 156,000 SF on 2-levels and sits along Parham Road with over 38,000 vehicles per day. The positioning offers any number of redevelopment options and has excellent visibility to the Parham Road corridor and is accessed via Parham, Quioccasin or Holly Hill Roads.



PROPOSED ELEVATIONS



**± 1,365 - 156,000 SF
ANCHOR EAST
UPPER LEVEL
SPACE PLAN**



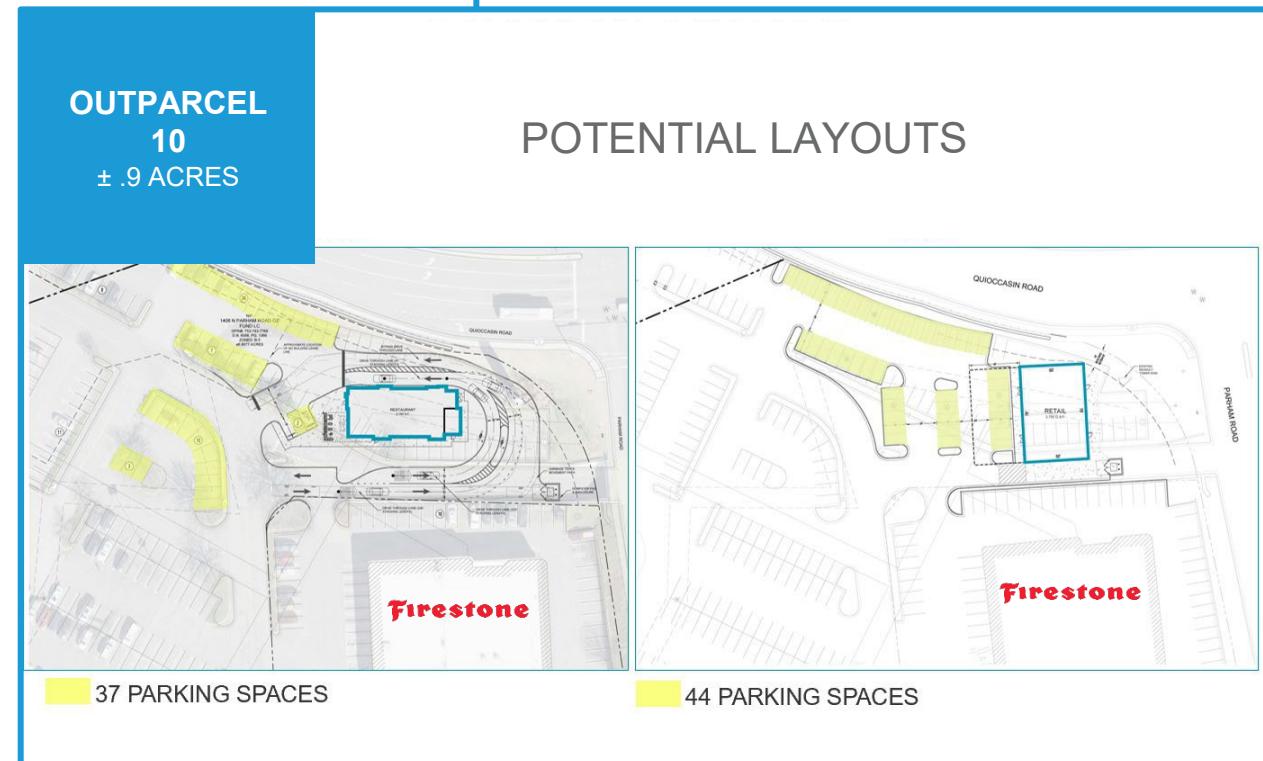
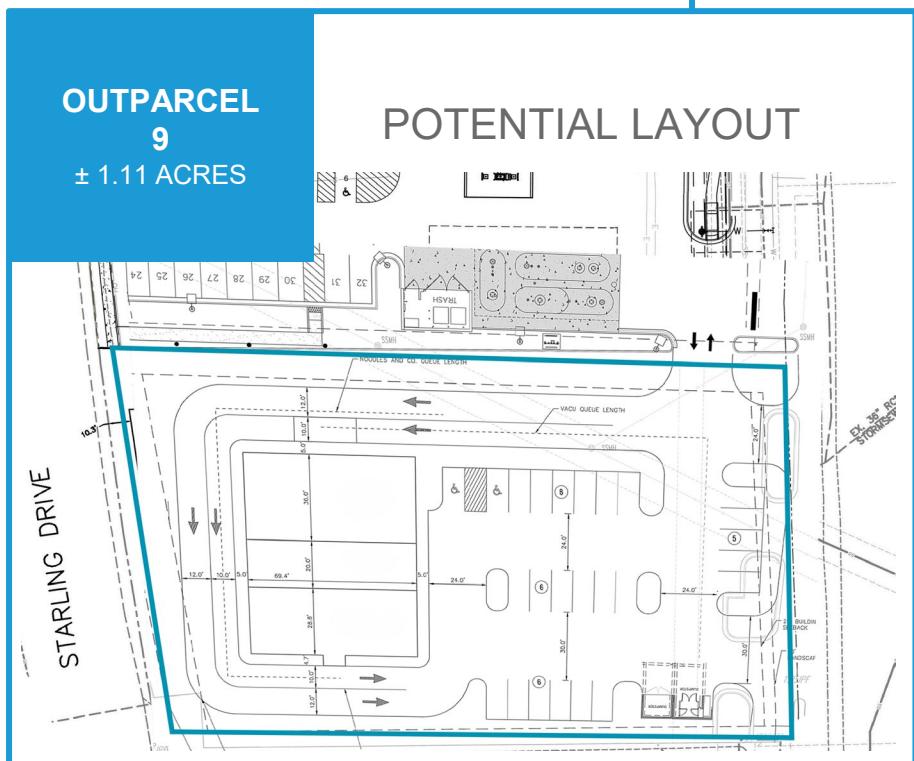
ANCHOR WEST

Anchor West is a one or two-level offering with a floor plate of 24,000 SF offering up to \pm 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 existing units on site and is approved for 1,200 at build out. Phase II of the apartments are underway with an additional 314 units in 2025.

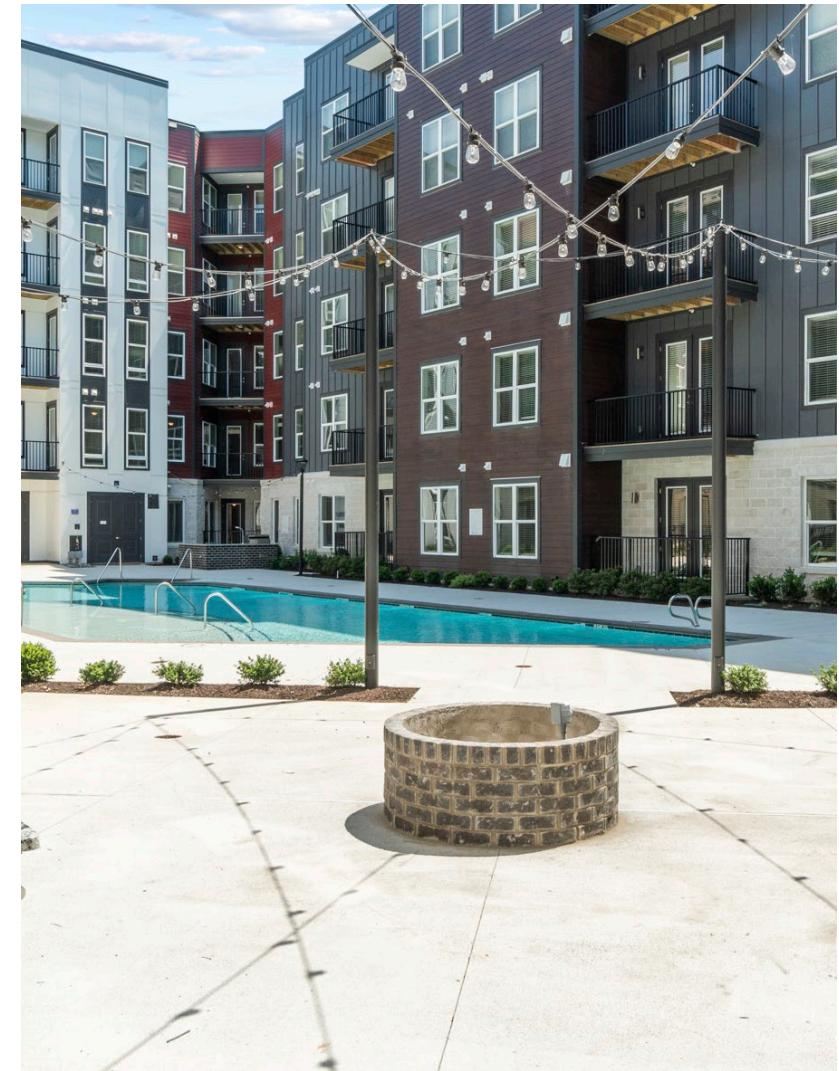


OUTPARCELS



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 under construction and is slated to be delivered in 2026. Regency is approved for 1,200 units at final build out.





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