

REGENCY

RESTAURANT VENUE OPPORTUNITY

PARHAM ROAD AT QUIOCCASIN AND
EASTRIDGE ROADS | HENRICO COUNTY, VA



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

LOCATION OVERVIEW

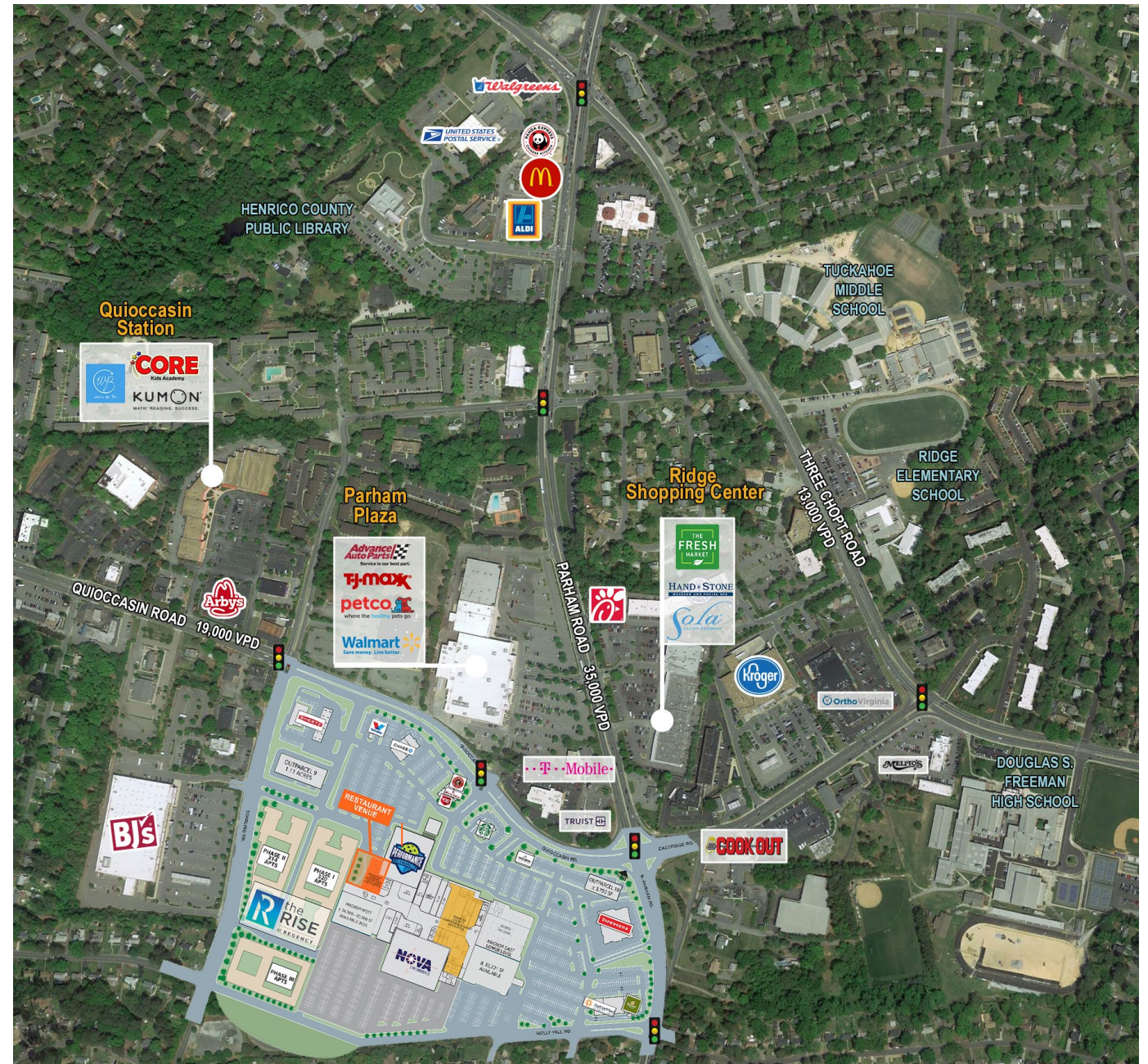
THE HEART OF RICHMOND'S WEST END

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.



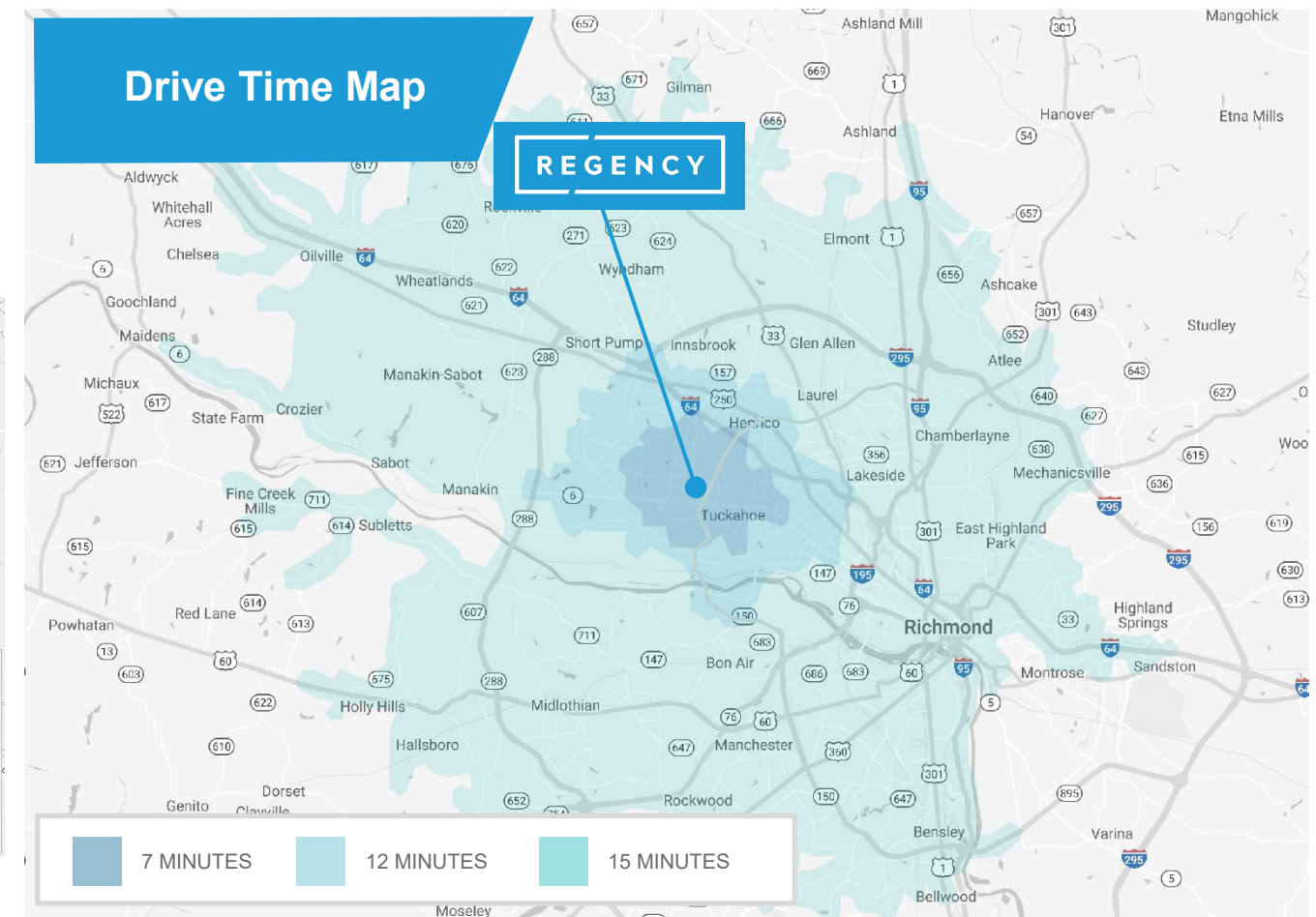
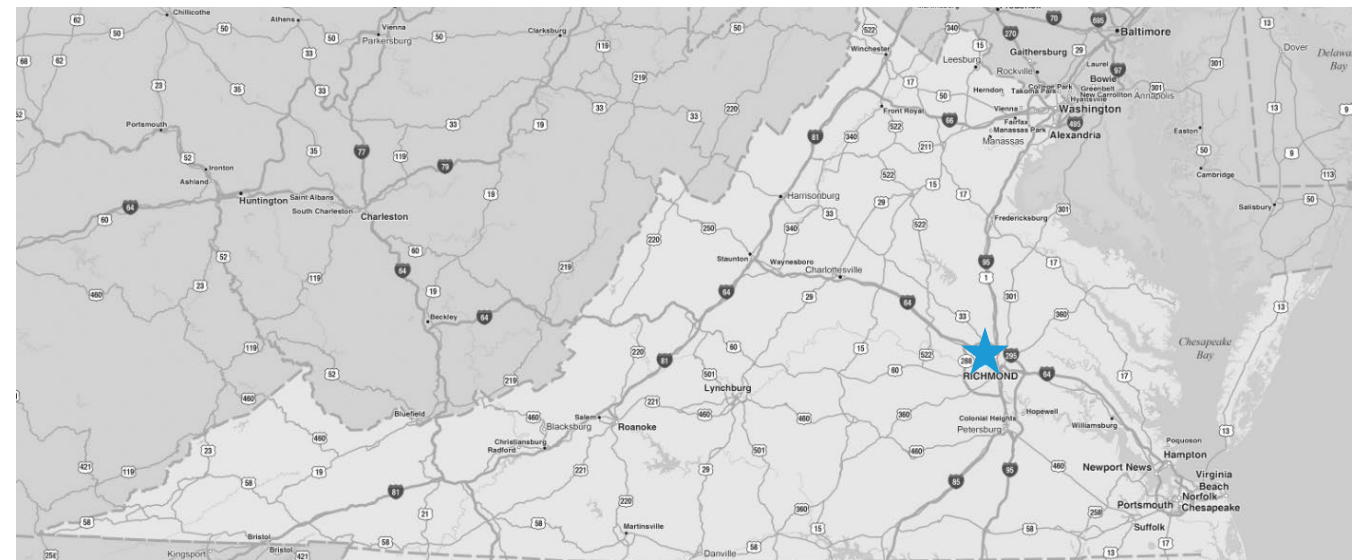
LOCATION OVERVIEW

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
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

RADII	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

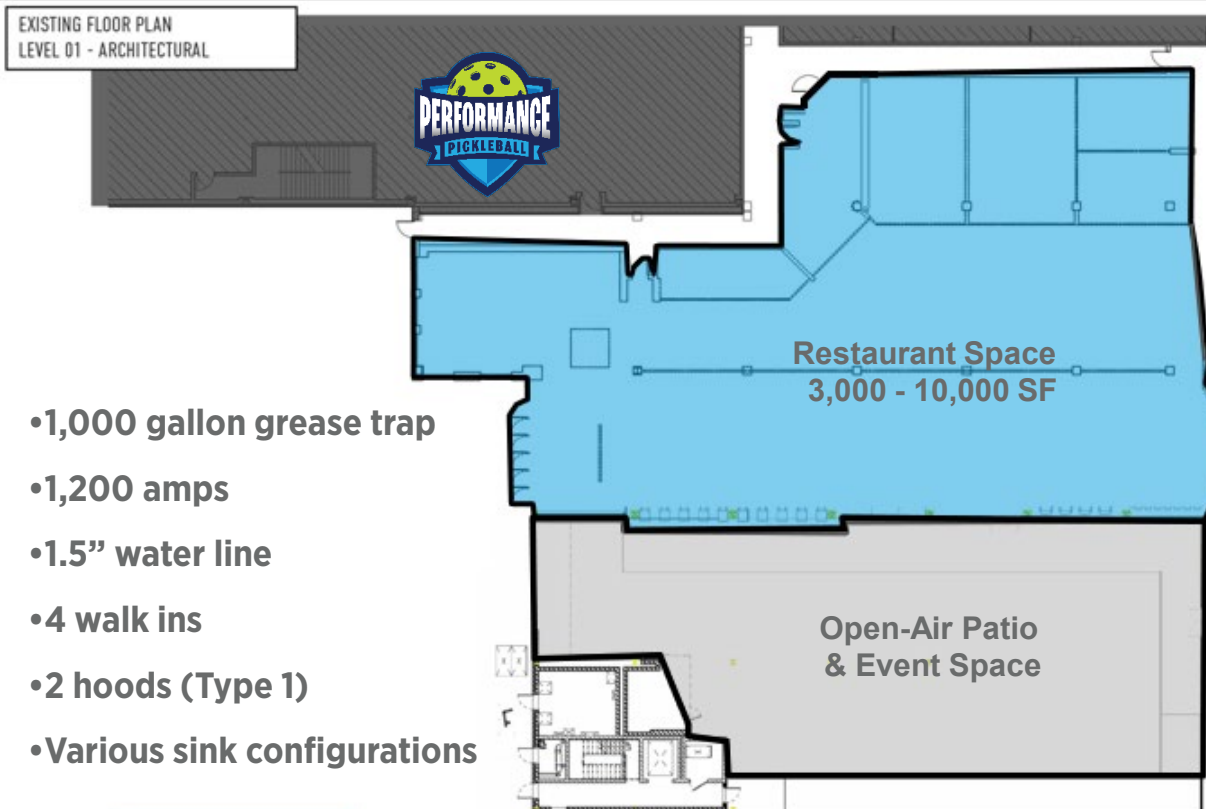
LOWER PLAZA – LEASE PLAN



LOWER PLAZA RESTAURANT VENUE

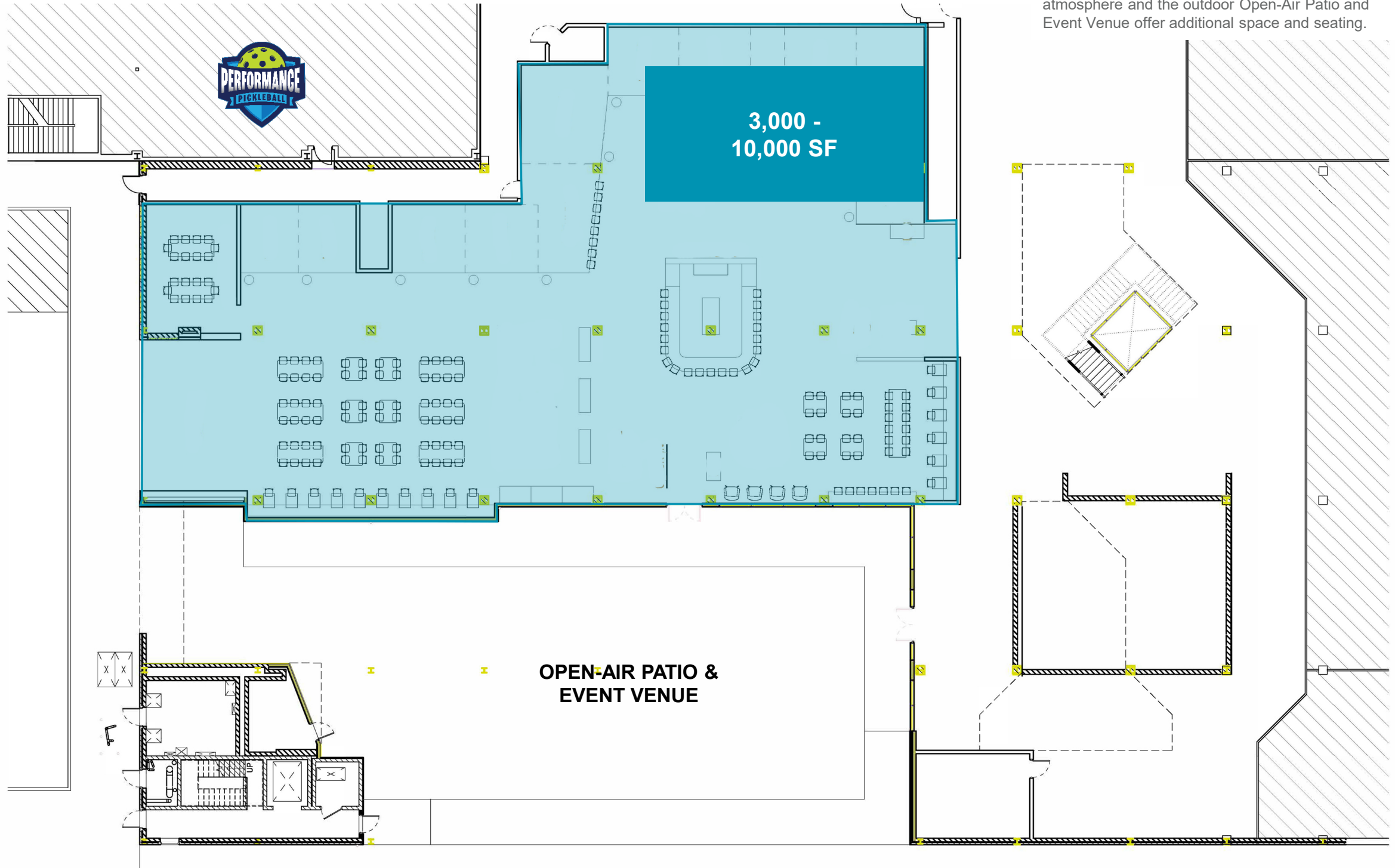
The Lower Plaza Restaurant Venue entrance brings you into **REGENCY's** Lower Plaza Level and is the transition between Performance Pickleball, residential and commercial businesses.

Venue area can accommodate footprints from:
±3,000 – 10,000 SF plus large outside open-air patio for dining and events.



Open-Air Patio & Event Space

LOWER PLAZA RESTAURANT VENUE



OUTDOOR VENUE OPPORTUNITY – YOUR SPACE – YOUR WAY



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.

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.



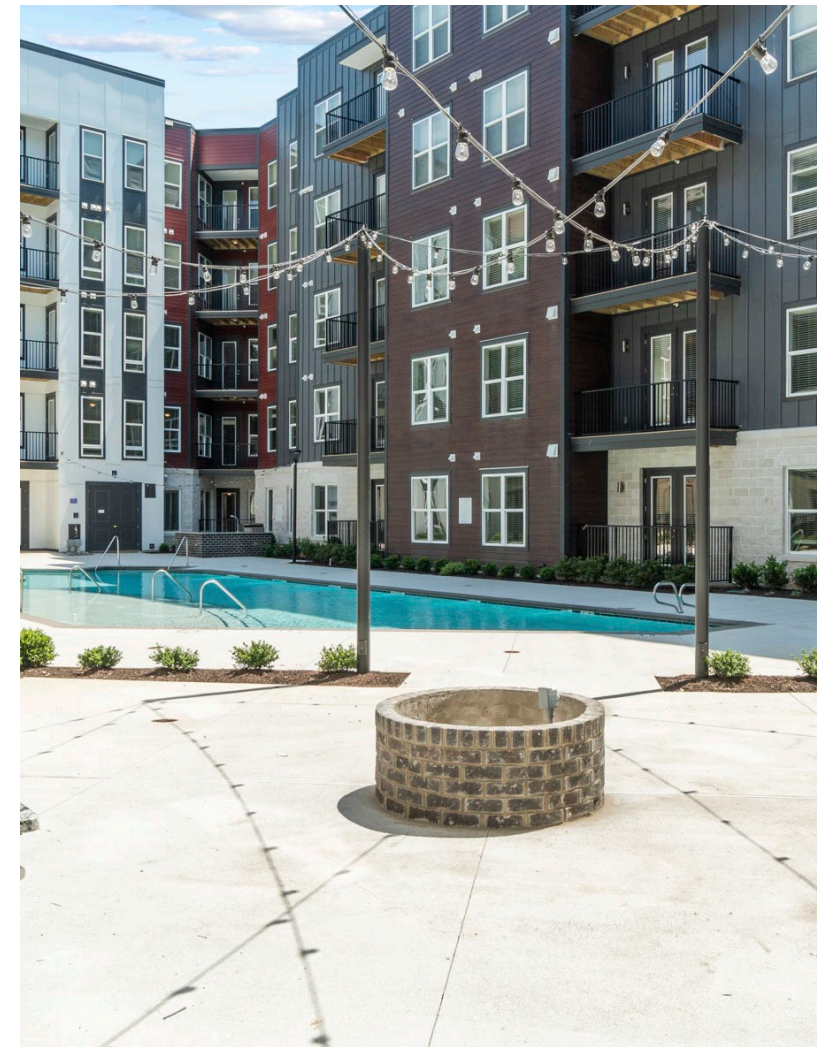
Located on the Upper Plaza Level, Twin Hickory Tavern is joining our Regency line-up. Well established in the Richmond west end market, the restaurant is known for being the neighborhood casual dining spot with gourmet burgers and expansive craft beer selection. The restaurant will feature a rooftop 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.

THE RISE AT REGENCY

The Rise at Regency is our onsite residential positioned at the Starling Drive entrance and fronting the **Lower Plaza at the front door to our Restaurant Venue**, 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.





RESTAURANT
OPPORTUNITY
3,000 – 10,000 SF



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



Independently Owned and Operated / A Member of the Cushman & Wakefield Alliance
Cushman & Wakefield | Thalhimer © 2024. No warranty or representation, express or implied, is made to the accuracy or completeness of the information contained herein, and same is submitted subject to errors, omissions, change of price, rental or other conditions, withdrawal without notice, and to any special listing conditions imposed by the property owner(s). As applicable, we make no representation as to the condition of the property (or properties) in question.