

REGENCY

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



As Owner/Agent:

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THALHIMER

PROPERTY OVERVIEW

OVERVIEW	
WHY REGENCY	Richmond’s Premier Experiential Mixed-Use Destination 2M SF walkable live–work–play district Anchored by entertainment, fitness & residential density Dominant West End location with \$150K+ HH income
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	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

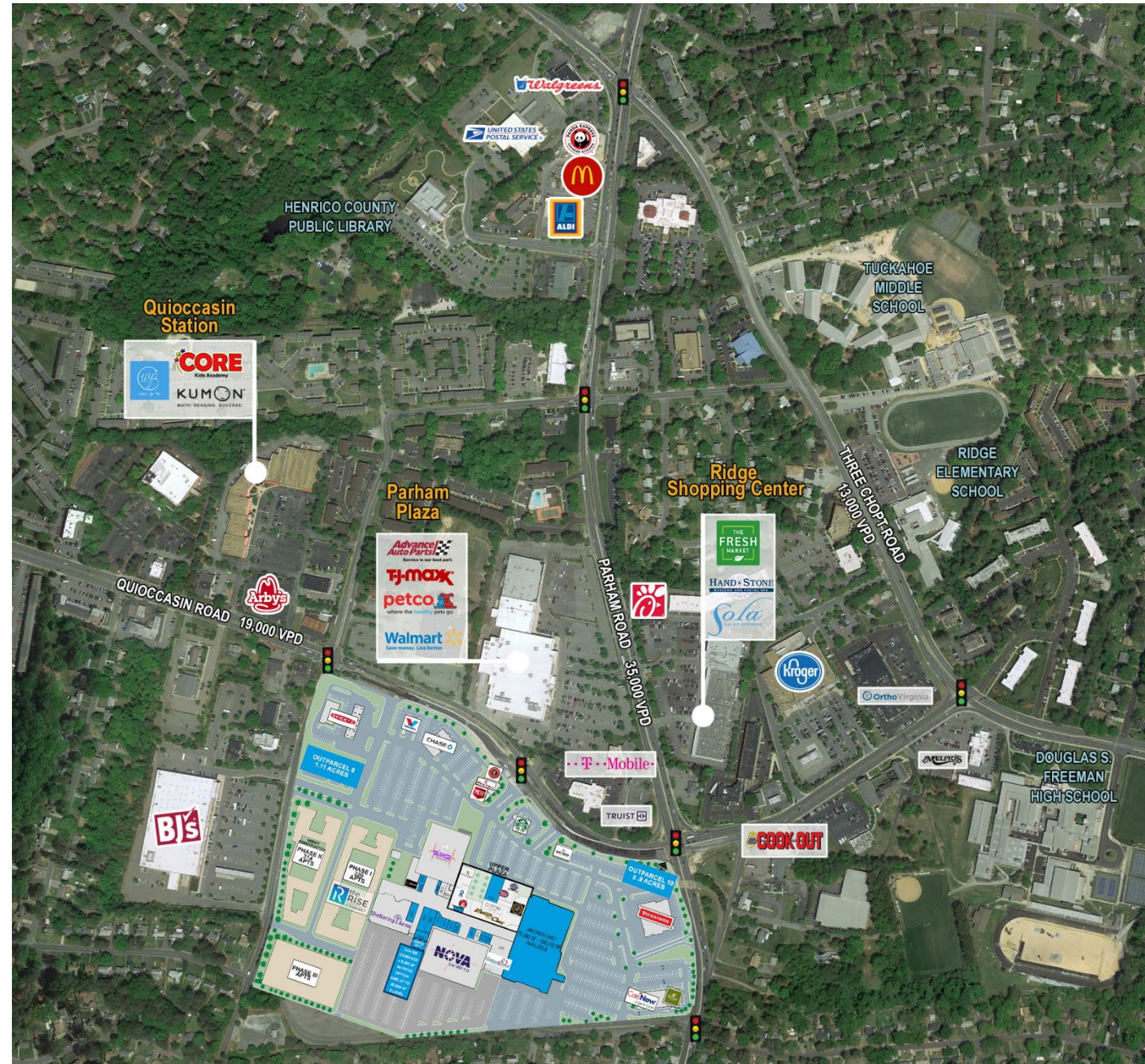
THE HEART OF RICHMOND'S WEST END

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.



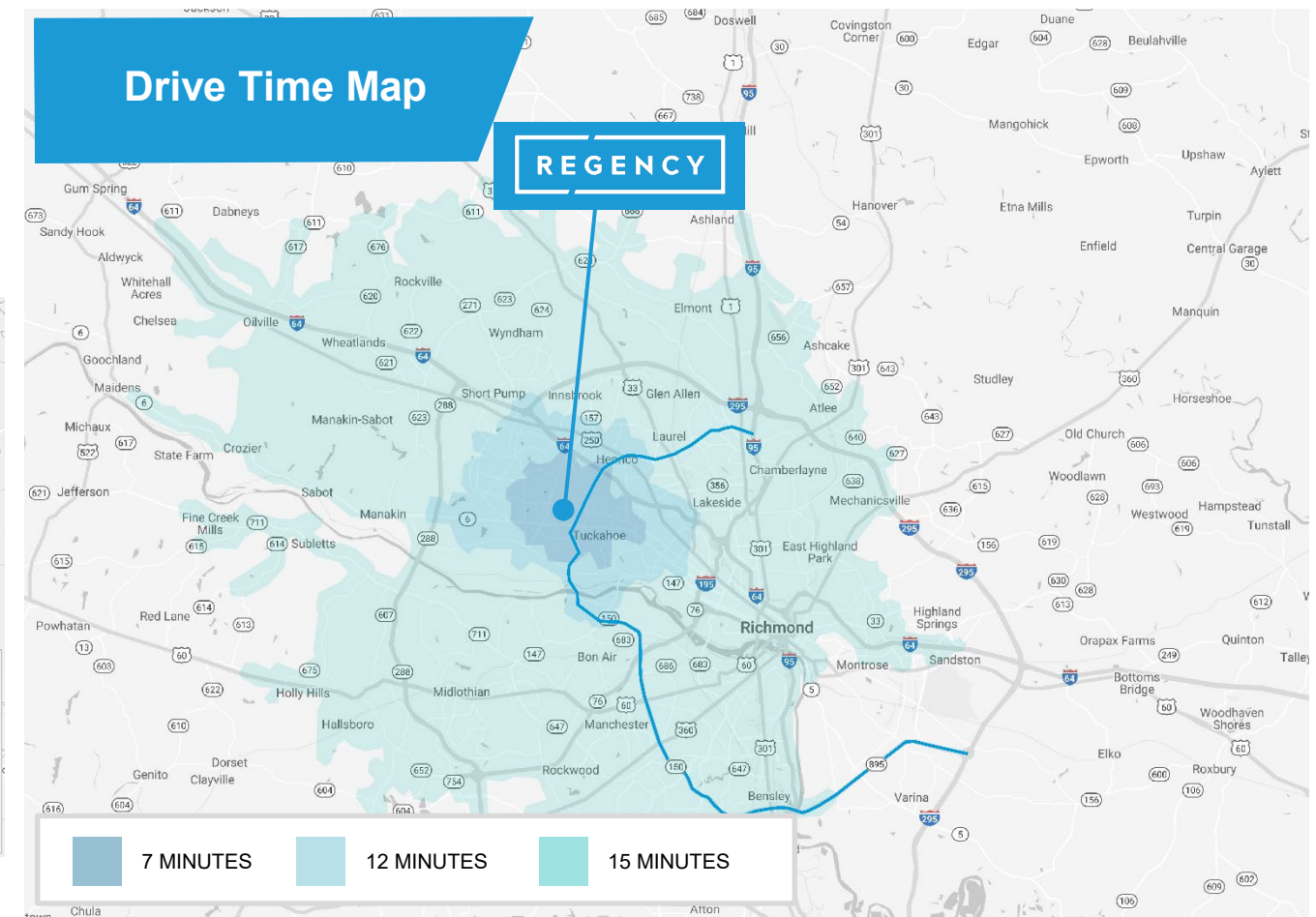
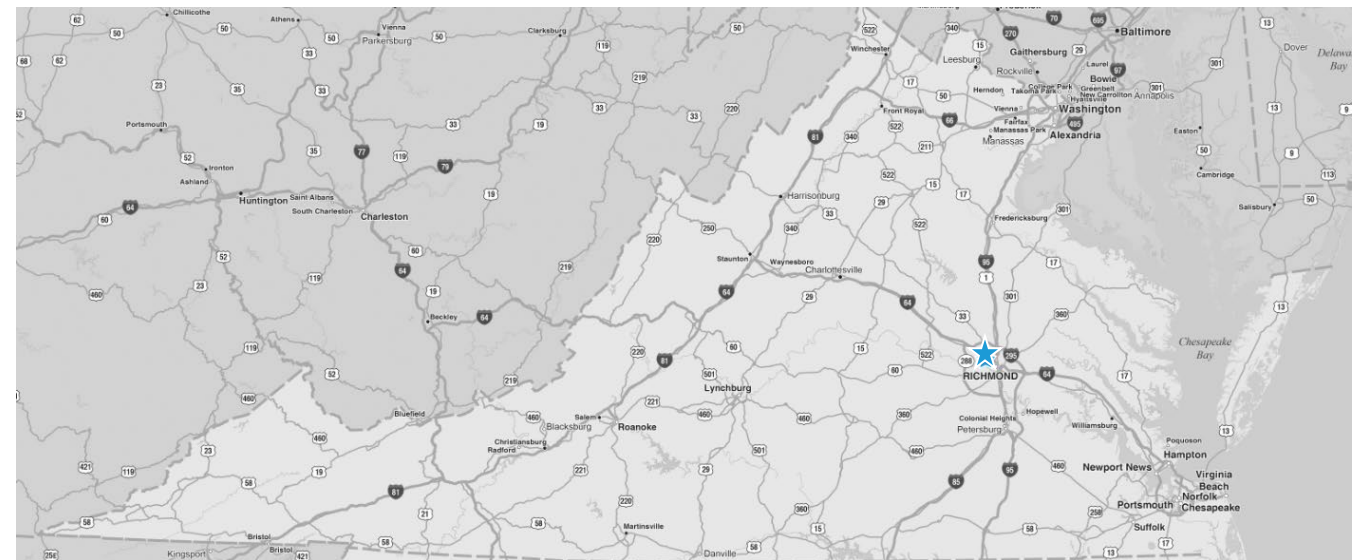
LOCATION OVERVIEW

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!



REGENCY

EXPERIENCE/ANCHORS:



FOOD & BEVERAGE:



CURATED MIX TO DRIVE DAY & EVENING TRAFFIC | ANCHORED BY EXPERIENTIAL USERS GENERATING REPEAT VISITS

MERCHANDISING PLAN

SERVICE & DAILY NEEDS:



BOUTIQUE/LOCAL RETAIL:



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



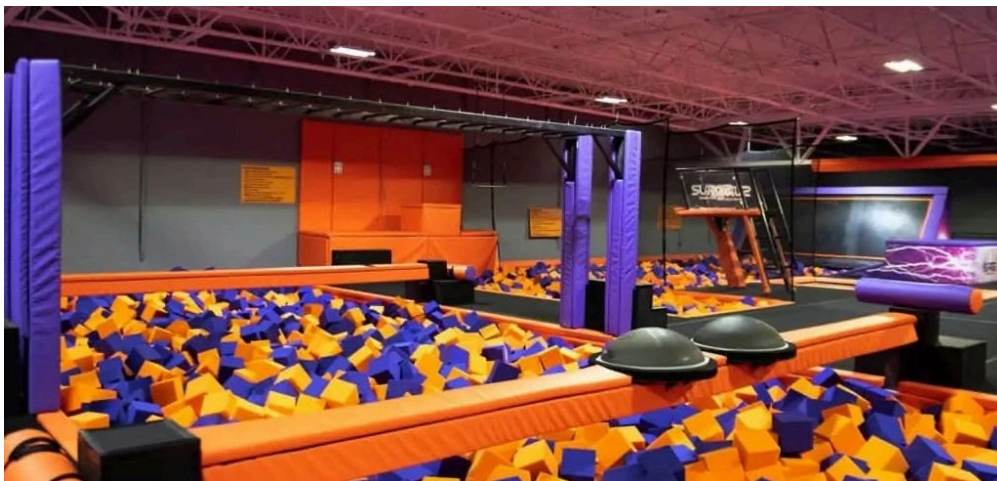
\$118,532
AVERAGE HH INCOME
IN TRADE AREA

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
M206	AVAILABLE	1,029 SF
M224	Dragon Treats	1,000 SF
K202	AVAILABLE	4,598 SF
K206	Jersey Mike's	1,499 SF
K208	Hawaii Fluid Art	2,175 SF
K210	McCormack's Big Whiskey Grill	4,927 SF
K224	Citrine Salon	3,148 SF
K220-K240	Monster Mini Golf	10,355 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.



SUITE	TENANT	SQUARE FOOTAGE
Anchor West	AVAILABLE	± 22,678
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
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

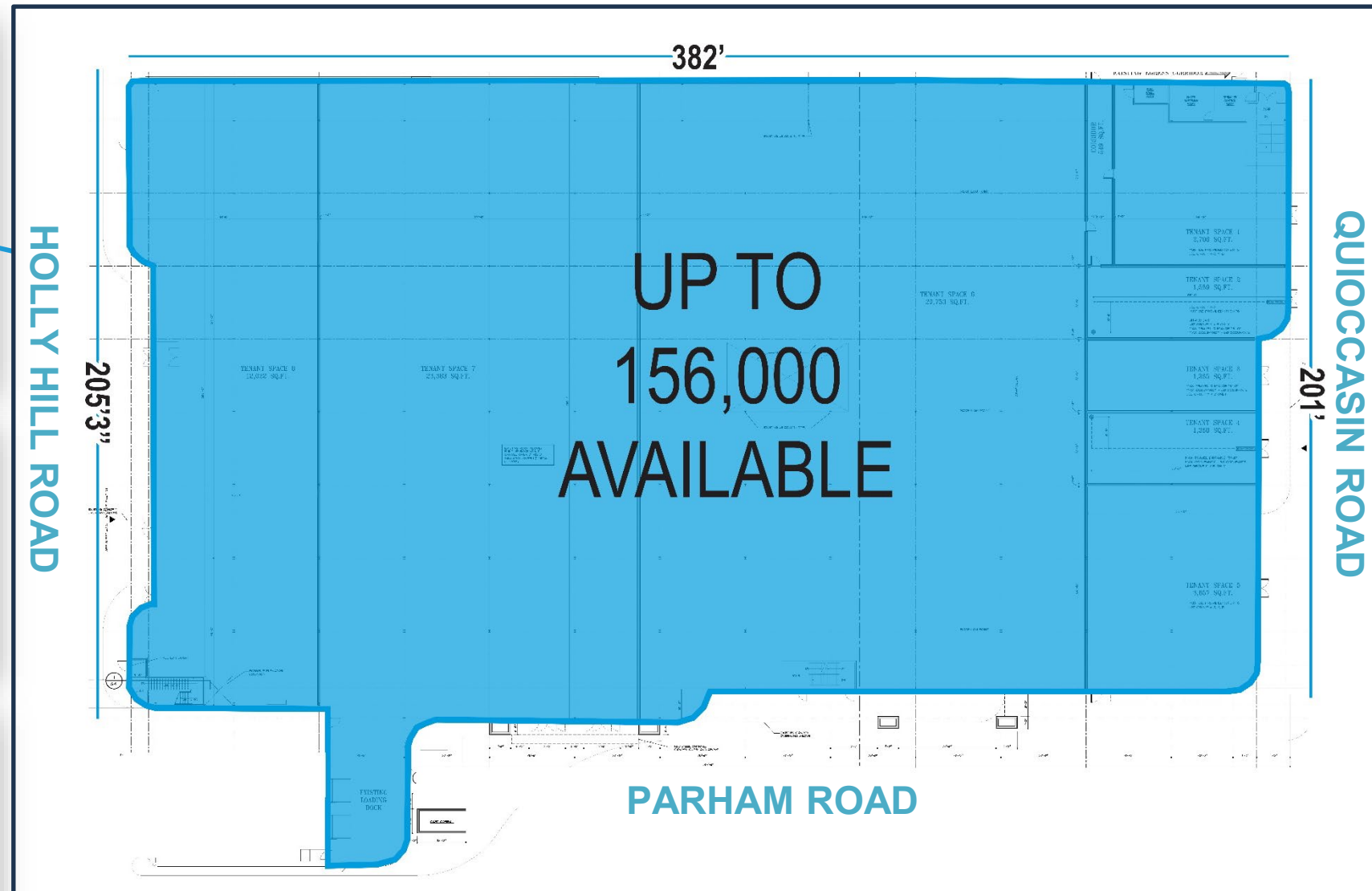
Anchor East is a two-level building with a 78,000 SF footprint for a total of 156,000 SF on 2-levels and sits along Parham Road with over 38,000 vehicles per day. The positioning offers any number of redevelopment options and has excellent visibility to the Parham Road corridor and is accessed via Parham,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



PROPOSED ELEVATIONS



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



UPPER LEVEL

[illegible]

OUTPARCEL
10
± .9 ACRES

The image contains two side-by-side site plan diagrams for a Firestone location. Both diagrams show a building footprint with a 'RESTAURANT' section and a 'RETAIL' section. The left diagram is labeled '37 PARKING SPACES' and shows a layout with several yellow-highlighted parking areas and a blue-outlined building. The right diagram is labeled '44 PARKING SPACES' and shows a different layout with more yellow-highlighted parking areas and a blue-outlined building. Both diagrams include labels for 'QUICKCASH ROAD' and 'FIRESTONE'.

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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