CARYTOWN | RICHMOND | VA

CARYTOWN EXCHANGE

CARYTOWN
EXCHANGE

VISION

Carytown's only **NEW** retail development features a blend of texture and color, history and high-end – crafted with care and attention to detail.

Features include:

- ample surface and garage parking
- eclectic new construction
- outdoor seating for restaurants

CARYTOWN
EXCHANGE

MOVALTO
OLEDA
BONDINI
Cafe
Manciano

LA PIZZERIA

TAKE A

FRESH LOOK

AT RICHMOND, VIRGINIA

Carytown Exchange will reflect the neighborhood's local flavor and serve its dense daytime population of well-educated and diverse residents and visitors.

With a curated mix of local and national, service and retail, the shopping center will exemplify Regency's Fresh Look® philosophy by combining unique placemaking designs with the right merchandising mix and connecting with the community.

TALK OF THE TOWN

Carytown Rated "Prime Hipness" | Cushman & Wakefield *Cool Streets Report* 2016

Richmond Named "Top 20 Cities to Start a Business" | CNBC 2016

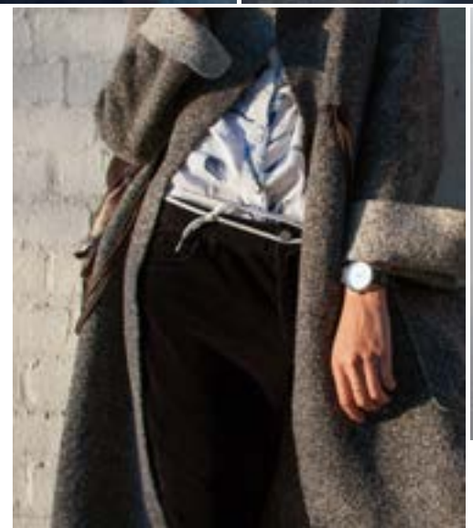
Richmond Ranked in the Top 25 "Best Places to Live in the U.S." | *US News and World Report* Feb 2017

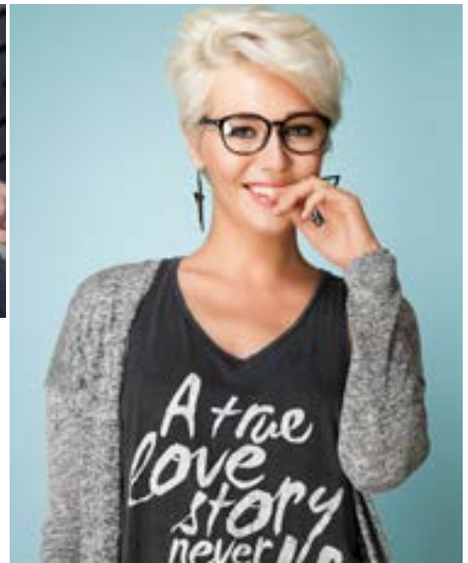
Richmond Named "Top Destination for Food Travel" | *National Geographic* 2016

MEET THE

CARYTOWN CROWD

Local, tourist, student, artist. Creative, educated, tattooed and hip — you won't find a more intriguing demographic profile than right here in Richmond's Carytown district. With 64% of the population in the "Younger Years" lifestage, these up-and-comers are breathing new life into the local economy.





BUT WAIT,

THERE'S MORE

Seven million additional people visit the Richmond area annually spending six million dollars per day.*

The top five activities?*

- Shopping **36%**
- Fine Dining **22%**
- Historic Sites **19%**
- Museums **18%**
- National/State Parks **14%**

7M	$2B	191K	38K
ANNUAL VISITORS	ANNUAL VISITOR SPENDING	POPULATION 10-MINUTE DRIVE TIME	COLLEGE STUDENTS IN 5-MILE RADIUS

*VisitRichmondVA.com Tourism Impact Report

IN THE

ZONE

The Carytown Exchange primary trade area is based on a 10-minute drive time.

191,703
POPULATION INCLUSIVE OF
31,000
VCU STUDENTS

176,790
WORKPLACE POPULATION

87,860
HOUSEHOLDS

35
MEDIAN AGE

43%
COLLEGE DEGREE

$75,360
AVERAGE HH INCOME

33%
OF INCOMES ARE
$75,000+

22%
OF INCOMES ARE
$100,000+

$262,674
MEDIAN HOME VALUE

92
WALK SCORE

76
BIKE SCORE

Demographics based on the primary trade area.

- APPAREL
- FOOD/BEVERAGE
- OTHER RETAIL
- HEALTH/BEAUTY
- CULTURAL

TAKE A STROLL DOWN CARY STREET

FROM INDIE TO INTERNATIONAL

- West Elm returns to the Richmond market in a 17,000 SF location on Cary Street
- Need Supply Co., local start-up turned national high-end retailer, upgrades its flagship retail store on Cary Street and moves its headquarters to Richmond
- Capital One "reimagines" banking with its Capital One Café concept featuring Peet's Cofee, now open on Cary Street
- Richmond's brew scene is hoppin' with local favorites like The Veil Brewing Co., ranked third in RateBeer.com's Best New Brewers in the World category; and Garden Grove, a small-batch brewery

west elm

Capital One café

Peet's COFFEE

Need Supply Co.

WHAT MAKES A

STREET COOL?

Hi-tech, lo-tech, retro, vintage, makers, shakers, out-of-the-boxers.

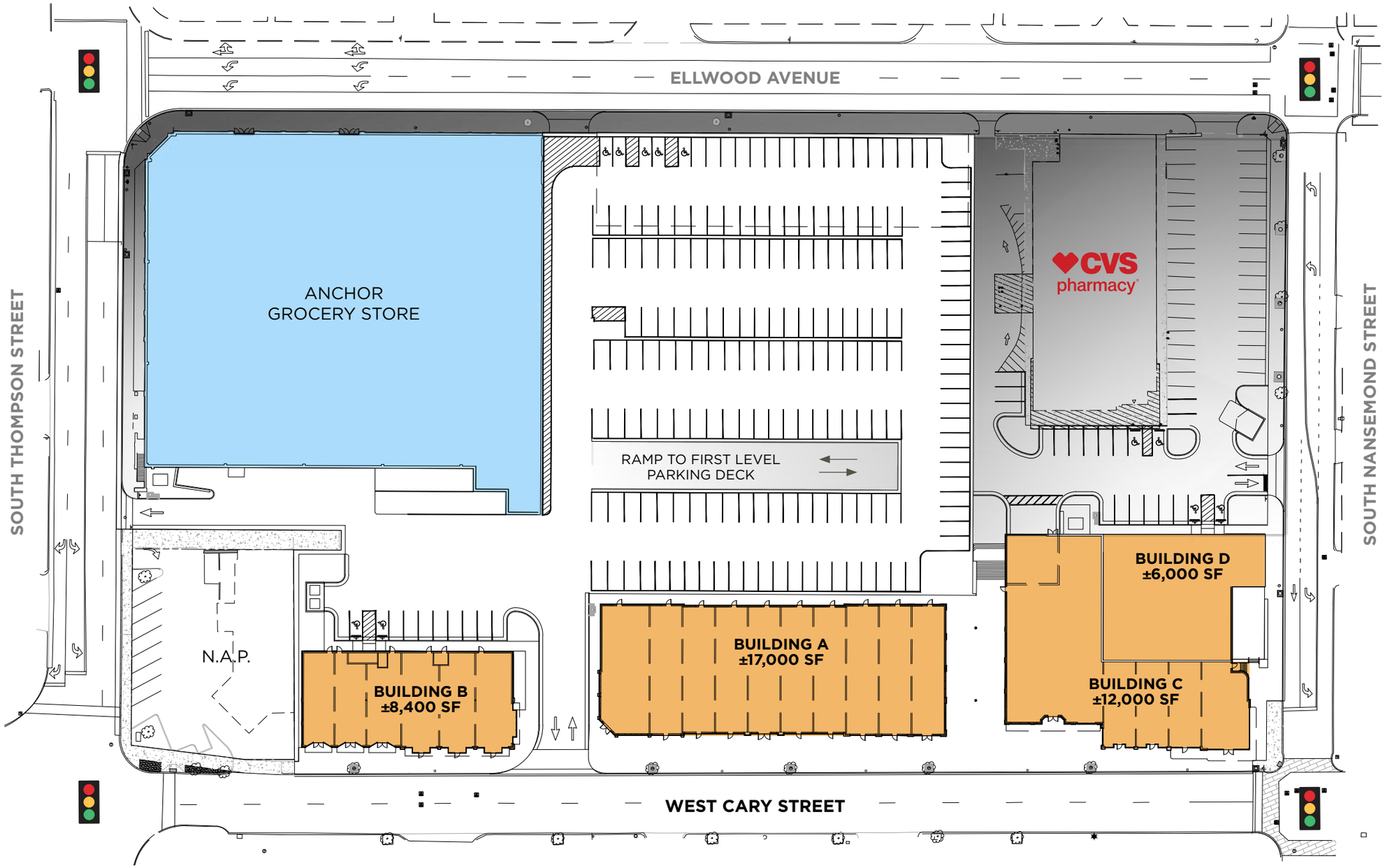
Cushman & Wakefield's *Cool Streets Report* attributes cool to "up-and-coming trade areas driven by dramatic demographic shifts and the strong Millennial preference for urban living."

Designated "prime hipness" in the *Cool Streets Report*, Carytown's dense retail corridor, experiential venues, and 43% Millennial population are driving the growth and success of this small market.

Richmond Ranked 2nd among US Cities for Highest Rate of Millennial Growth | *Time* Magazine

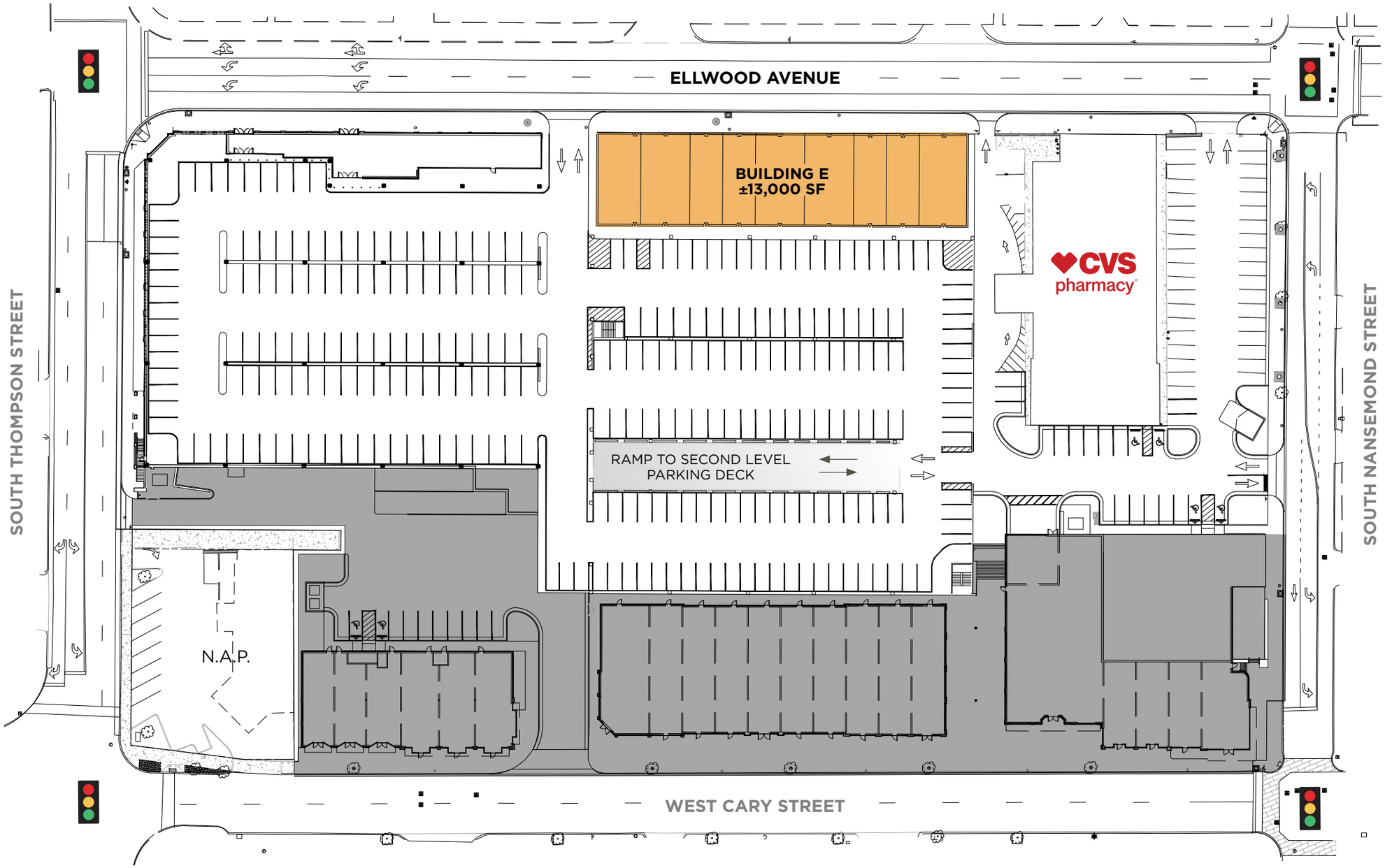
Richmond Ranked 6th Fastest Growing Market for Tech Talent in North America | CBRE *Tech Talent Report*

WEST CARY STREET LEVEL



WEST CARY STREET ELEVATION
(APPROX. 234' ABOVE SEA LEVEL)

PARKING
APPROXIMATELY 520 SPACES AVAILABLE



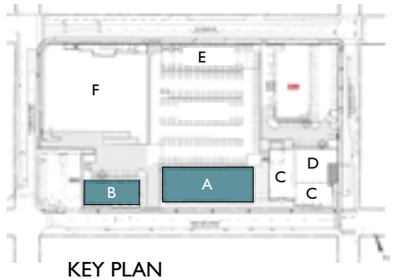
ELLWOOD AVENUE ELEVATION
(APPROX. 222' ABOVE SEA LEVEL)

PARKING
APPROXIMATELY 520 SPACES AVAILABLE

ELLWOOD AVENUE LEVEL

FRONT ELEVATION - BUILDING B

SCALE: 1/8" = 1'-0"



KEY PLAN

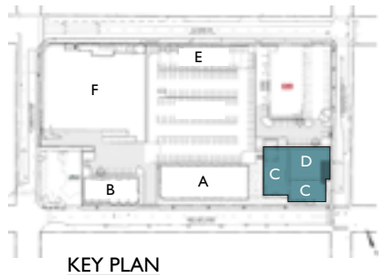
NOT TO SCALE

FRONT ELEVATION - BUILDING A

SCALE: 1/8" = 1'-0"

FRONT ELEVATION - BUILDING C

SCALE: 1/8" = 1'-0"



KEY PLAN

NOT TO SCALE

S. NANSEMOND ST. - SIDE ELEVATION

SCALE: 1/8" = 1'-0"

FRONT ELEVATION - BUILDING D

SCALE: 1/8" = 1'-0"

SITE MODEL

BUILDINGS E, F

S.THOMPSON ST. - SIDE ELEVATION

SCALE: 3/32" = 1'-0"

KEY PLAN

NOT TO SCALE

FRONT ELEVATION - BUILDING F

SCALE: 3/32" = 1'-0"

FRONT ELEVATION - BUILDING E

SCALE: 3/32" = 1'-0"

NOTES

NOTES

CARYTOWN EXCHANGE

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CARYTOWN EXCHANGE

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