



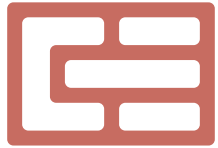
CARYTOWN | RICHMOND | VA



**CARYTOWN**  

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**EXCHANGE**



# CARYTOWN

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## EXCHANGE

Carytown Exchange is  
a new street-front, retail  
development in the heart  
of Richmond, Virginia's  
Carytown neighborhood.



**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





# 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

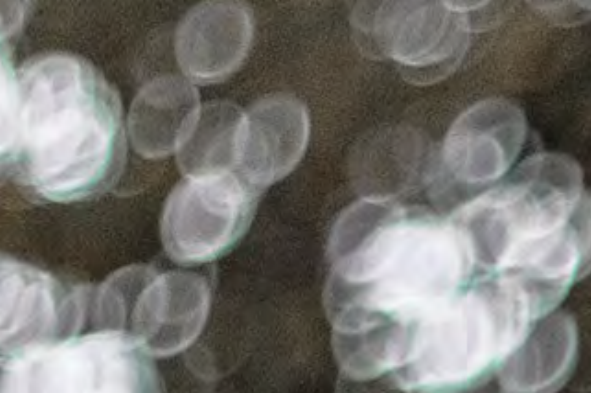
Richmond Ranked in the Top 50 “Best Places to Live in the U.S.” | *US News and World Report Feb 2023*

Carytown Rated “Prime Hipness” | *Cushman & Wakefield Cool Streets Report 2019*

Richmond Ranked in the 10 Coolest U.S. Cities to Visit in 2018 | *Forbes*

Richmond Ranks #10 in best arts district | *USA Today Best 2022*

Richmond Named “America’s Next Great Restaurant-Obsessed Town” | *Bon Appetit 2019*



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 47.4% of the trade area population in the "Young Professionals" lifestage, these up-and-comers are breathing new life into the local economy.





BUT WAIT,

# THERE'S MORE

An additional 17.5M people visit the Richmond area annually **spending \$3.5 billion dollars**, \$9.6 million per day, to the local economy.\*

**17.5M**

ANNUAL VISITORS

**\$3.5B**

ANNUAL VISITOR SPENDING

**258K**

DAYTIME POPULATION IN 10-MINUTE DRIVE TIME

**105K**

COLLEGE STUDENTS IN 5-MILE RADIUS

\*VisitRichmondVA.com Tourism Impact Report 2022

\*\*OnSpot Data



# IN THE ZONE

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

**258,136**  
DAYTIME POPULATION INCLUSIVE OF  
**28,000**  
VCU STUDENTS

**\$104,869**  
AVERAGE HH INCOME  
**\$571,506**  
AVERAGE HOME VALUE

**131,259**  
WORKPLACE POPULATION

**\$340**  
WEEKLY CONSUMER SPENDING/CAPITA

**65,158**  
HOUSEHOLDS

**57.2%**  
COLLEGE DEGREE

**87** WALK SCORE  
**81** BIKE SCORE

Demographics based on a 10-minute drive time.



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

# GET TO KNOW CARYTOWN

# 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*

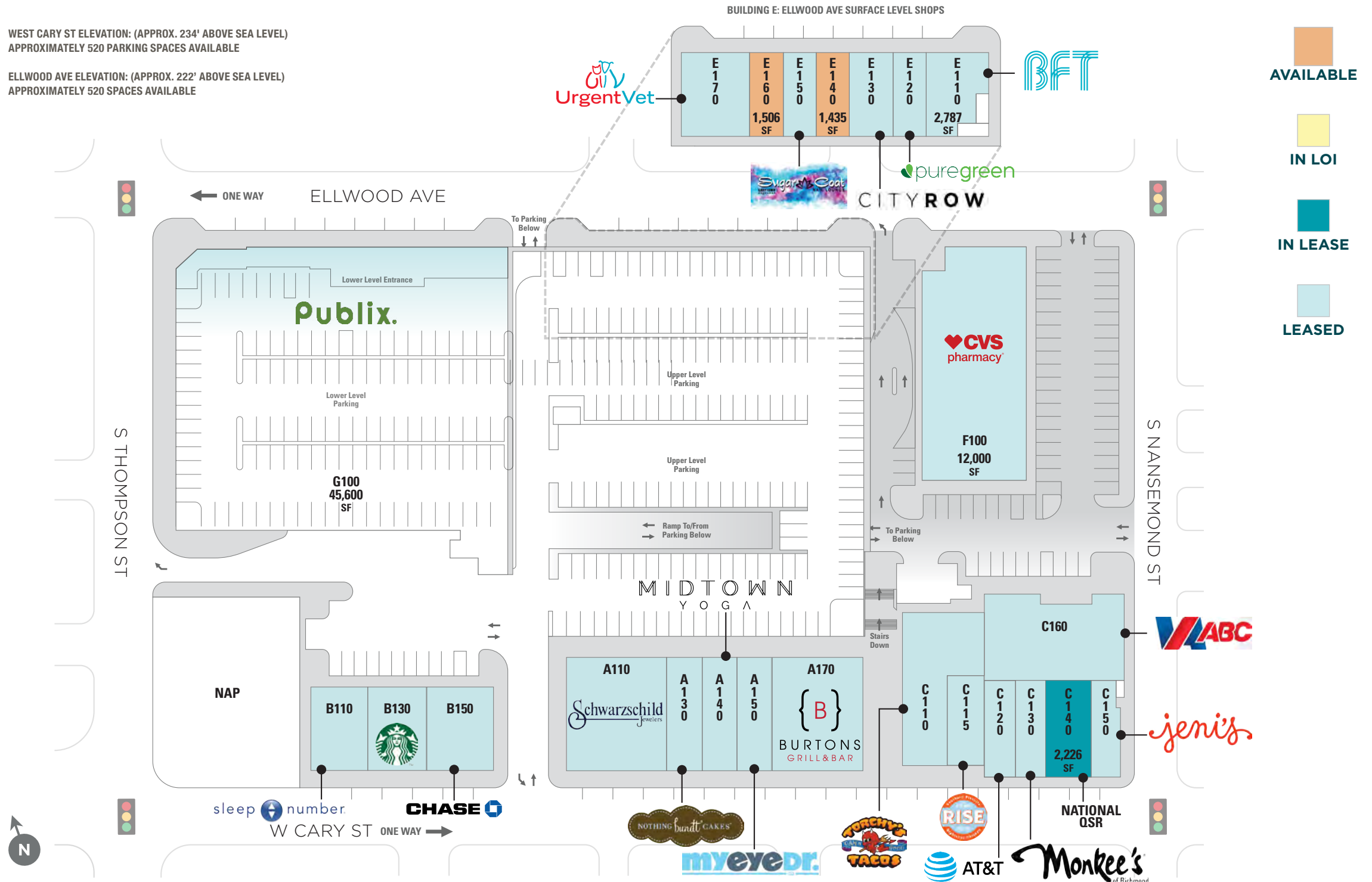
Richmond Ranked 6th Fastest Growing Market for Tech Talent in North America | *CBRE Tech Talent Report*



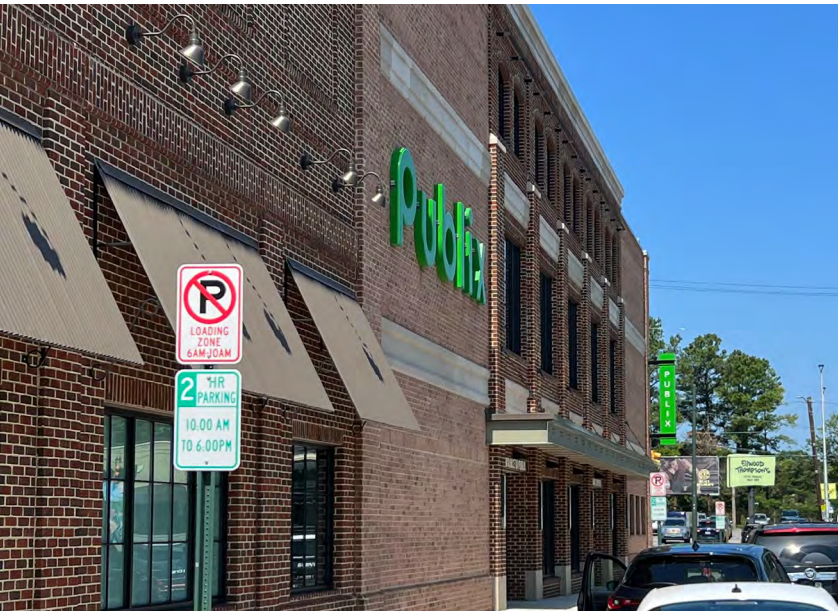
# CARYTOWN EXCHANGE

WEST CARY ST ELEVATION: (APPROX. 234' ABOVE SEA LEVEL)  
APPROXIMATELY 520 PARKING SPACES AVAILABLE

ELLWOOD AVE ELEVATION: (APPROX. 222' ABOVE SEA LEVEL)  
APPROXIMATELY 520 SPACES AVAILABLE



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MEET THE  
**CARYTOWN**  
CROWD





# CARYTOWN

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## EXCHANGE

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