

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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Short Pump's Retail Center Shifting West With Popularity of Cabela's, Wegmans, T.J.Maxx

SHORT PUMP, VA. – Just a few years ago, the commercial bustle of West Broad Street used to fizzle out not far west of Short Pump Town Center at Gayton Rd. However, since Wegmans and Cabelas opened over the summer at West Broad Marketplace, over a million cars have traveled into the shopping center located a half mile further west of the Town Center. Approximately 2,200,000 visitors have entered the center total in the second half of 2016, the owner NVRetail reports.

“The amount of traffic into the center is terrific and indicator of a major shift in the consumers’ traffic patterns. This is also an indicator of how robust the Short Pump market remains. The fourth and final phase of the center will be completed this year. Based on the solid base of traffic that has been established, the leasing of the remainder of the center will progress quickly,” said Jack Waghorn President of NV Retail. “We look forward to the new year and completing the final phase of the center in 2017.”

Retail stores now open in West Broad Marketplace include Cabela's, Rack Room Shoes, Mattress Firm, T.J.Maxx, Visionworks, and Wegmans. Escape Nails and Spa will open February 15. There will be two openings in May: Verizon Wireless and Essex Bank. Currently under construction and who have not yet announced opening dates are b.good and Hair Cuttery.

Other major developments in various stages of being built west of the Town Center include Broad Hill Centre, with Bon Secours Richmond Health System as its anchor; GreenGate a 75-acre commercial and residential project; and The Notch a 114-bed inpatient rehabilitation facility, an addition to the West Creek Medical Park already a 62,000-square-foot facility. Additionally, condos and town home units being built locally number in the thousands.

West Broad Marketplace is located at 12300 West Broad Street and features 400,000 square feet of mixed-use retail space. The center is owned by NVRetail in partnership with San Diego-based Excel Trust. The last and final phase of West Broad Marketplace is now being marketed. For leasing information visit the website (<http://www.westbroadmarketplace.com/>) or email Judd at JBostian@NVRetail.com.

NVRetail is an owner, operator, and developer of commercial real estate in the Mid-Atlantic region, focused on responsible development of mixed use integrated neighborhood and community retail centers. NVRetail has a long, successful history of working with communities and landowners across the nation and is part of the NV group of companies.

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