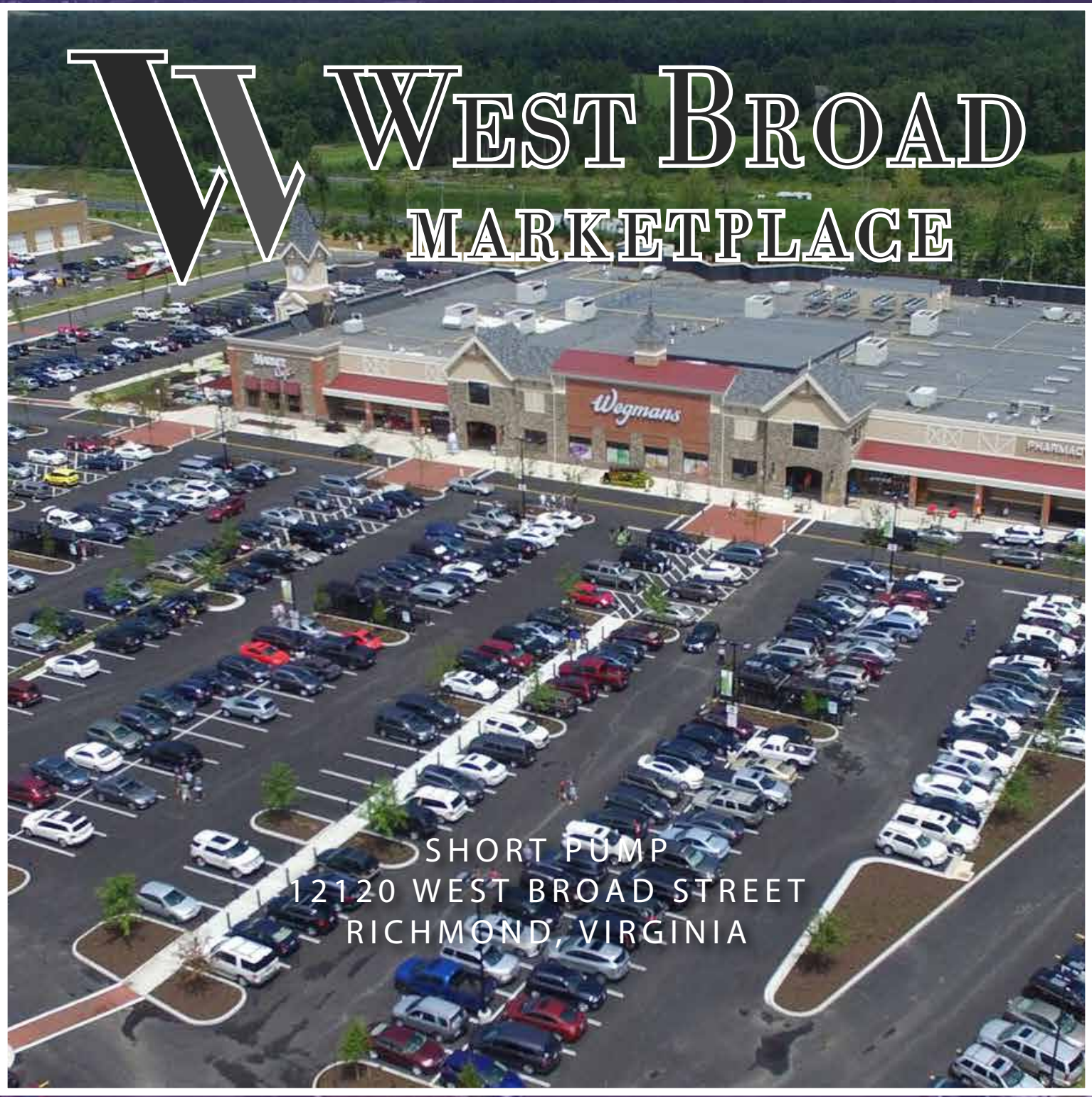




HR
RETAIL
A MEMBER OF
CHAINLINKS
RETAIL ADVISORS



WEST BROAD MARKETPLACE

SHORT PUMP
12120 WEST BROAD STREET
RICHMOND, VIRGINIA



A DEVELOPMENT OF:
 **MetLife**



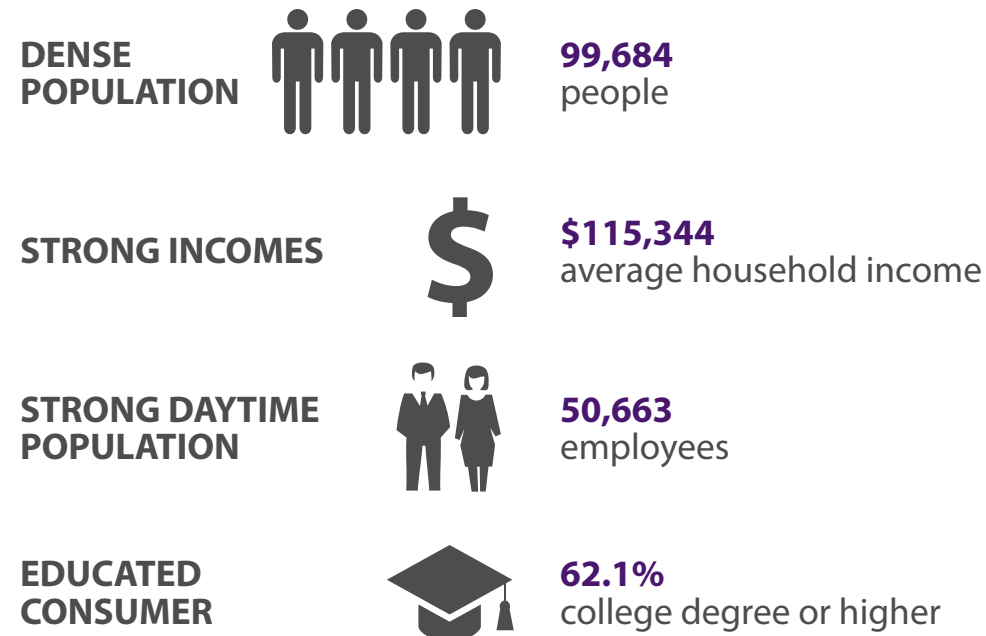
West Broad Marketplace

H&R Retail, NV Retail and Excel Trust are proud to present West Broad Marketplace Place, located in the Short Pump trade area, the dominant retail market in Richmond, VA.

Location:

- Conveniently located on West Broad Street in the Short Pump retail trade area, in close proximity to the highest performing mall in Central Virginia, Short Pump Town Center (1.4 million square feet of retail).
- Unparalleled regional accessibility due to the close proximity of major highways, Route 288, I-64, I-95 and I-295.
- Over 393,000 square feet of retail GLA
- Convenient access with signalized intersection on West Broad Street.

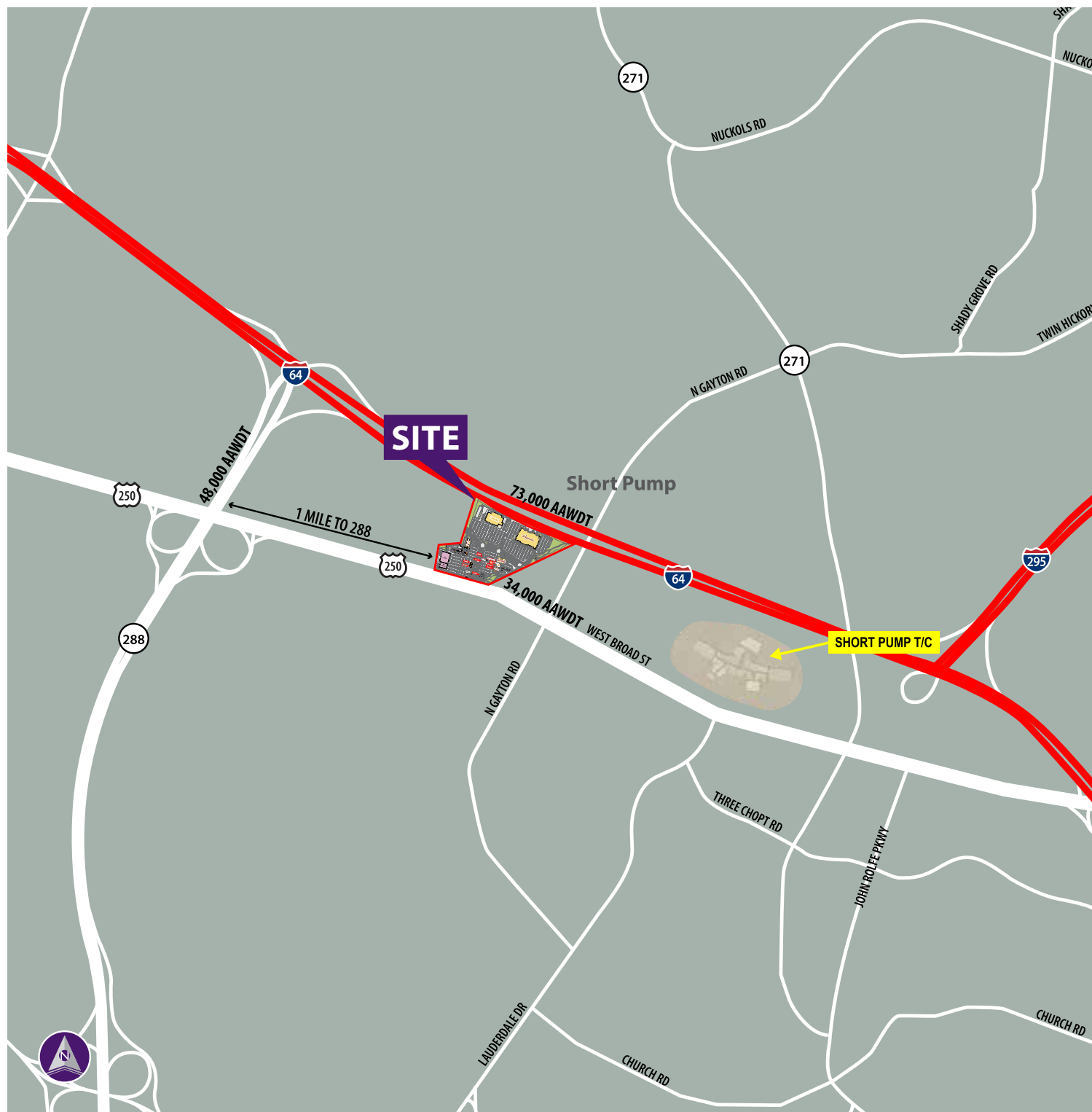
The Market: Excellent demographics within a 5 mile radius



5.5 million square feet of retail in Short Pump GLA

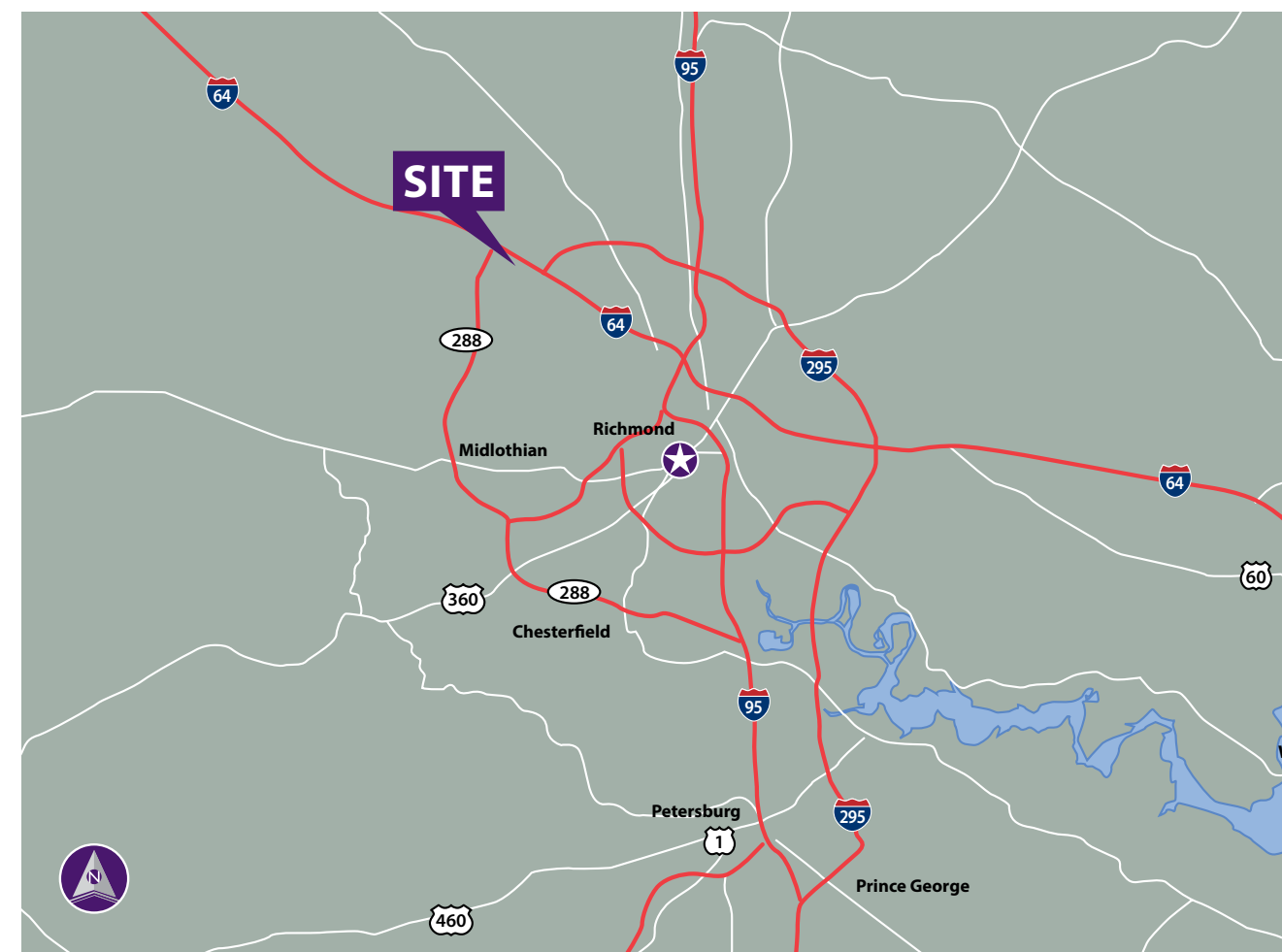


Total retail expenditure in Short Pump \$423M

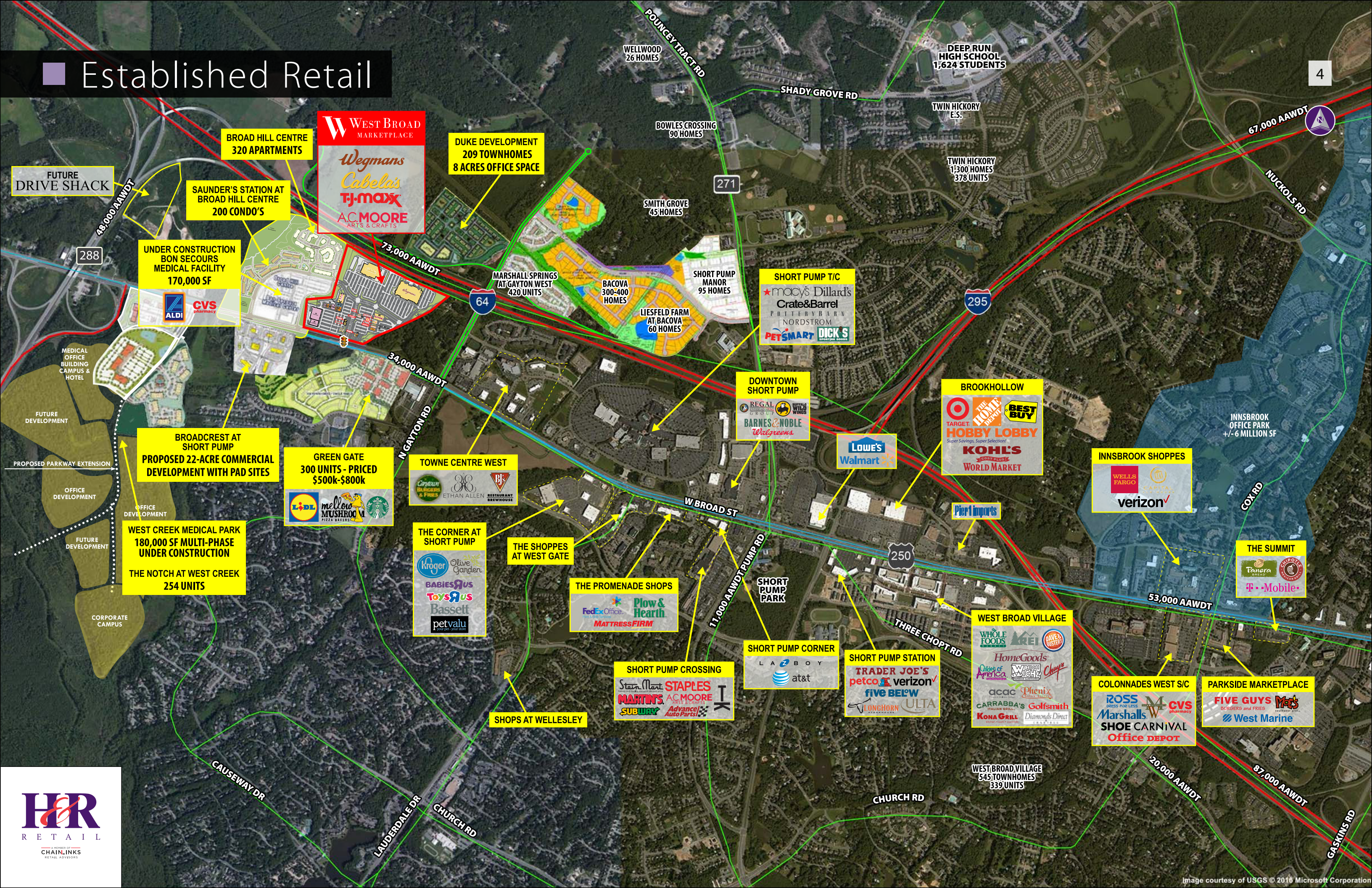


West Broad Marketplace

West Broad Marketplace is centrally located in the heart of the residential, office and retail growth for Short Pump, Virginia. West Broad Marketplace is anchored by Wegmans & Cabela's and will deliver over 393,000 square feet of retail GLA. There are 350,000 square feet of office, 1,500 residential units and over 500 homes planned within a 3 minute drive time, making West Broad Marketplace the new retail destination for customers and residents.



Established Retail



Local Aerial

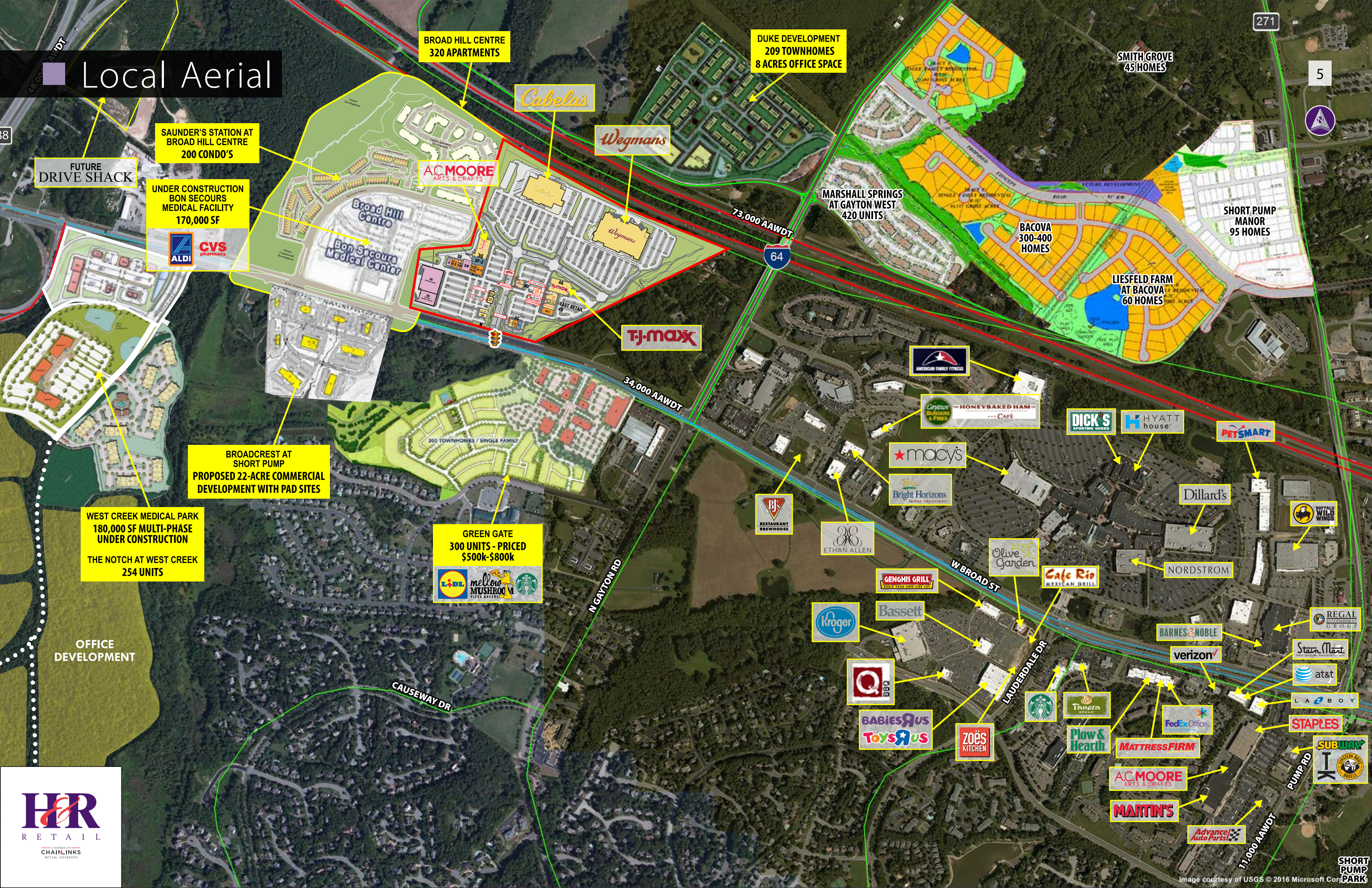


Image courtesy of USGS © 2016 Microsoft Corp. PARK

Site Plan

Site Plan Key

- SIGNED
- AVAILABLE
- AT LEASE
- LOI



WEST (NORTH) RETAIL

WEST (SOUTH) RETAIL

EAST RETAIL

WEST BROAD STREET

250

Space #	GROSS FLOOR AREA (SF)		
	Square Feet	Length	Width
WEST (SOUTH) RETAIL [56,844 SF]			
3B	16,828	220'	178'
3D	40,016	108' - 9.5"	151'
WEST (NORTH) RETAIL [57,219 SF]			
3E-1 [LOI]	2,938	79' - 6"	41' - 0"
3E-2	1,595	79' - 6"	20' - 0"
3E-3	3,190	79' - 6"	40' - 0"
3E-4	1,600	79' - 6"	20' - 0"
3E-5	1,667	79' - 6"	20' - 10"
3F	7,516	79' - 6"	75' - 5"
3F-1	9,397	107' - 4"	63' - 0"
3F-1A	2,128		
3F-1B	2,128		
3F-1C	5,141		
3F-2 [AT LEASE]	7,558	115' - 4"	86' - 5"
3G [A.C. Moore]	20,565	180' - 4"	110' - 4"
EAST RETAIL [49,506 SF]			
4A [T.J. Maxx]	23,070	186' - 8"	120' - 8"
4B-1 [Hair Cuttery]	1,502	100' - 0"	30' - 6"
4B-2 [Rack Room Shoes]	6,117	100' - 0"	46' - 6"
4B-3 [Escape Nail & Spa]	3,846	100' - 0"	37' - 6"
4B-4 [Mattress Firm]	4,342	100' - 0"	44' - 0"
4B-5	5,139	100' - 0"	50' - 0"
4D-1 [b. good]	2,556	70' - 5"	35' - 5"
4D-2 [Visionworks]	2,586	70' - 10"	35' - 5"
PAD RETAIL [19,026 SF]			
PAD [Verizon]	5,976		
PAD 4C	8,050		
PAD 4C-1 [Tijuana Flats]	2,401		
PAD 4C-2	2,548		
PAD 4C-3 [AT LEASE]	2,879		
PAD 4E-1 [Essex Bank]	2,000		
PAD 4E-2 [Conte's Bike]	3,000		
TOTAL	186,215 SF		

Site Plan – South Retail

Space #	GROSS FLOOR AREA (SF)		
	Square Feet	Length	Width
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TOTAL	186,215 SF		







Richmond MSA:

- Greater Richmond Population - 1,200,000 people
- Labor Force – 646,100 people
- Richmond region offers a highly educated workforce, with 87% of the population 25 and older holding a High school degree or higher and 33% holding a Bachelor's degree or higher
- Richmond is the headquarters for 7 Fortune 500 companies
- Nation's 44th largest MSA and 3rd largest in the Commonwealth of Virginia
- Colleges & Universities :



Virginia Commonwealth University
 (VCU) – 32,000 students
 VCU has #1 Medical Center in VA (755 beds)



University of Richmond
 4,200 students



Virginia Union University
 1,700 students



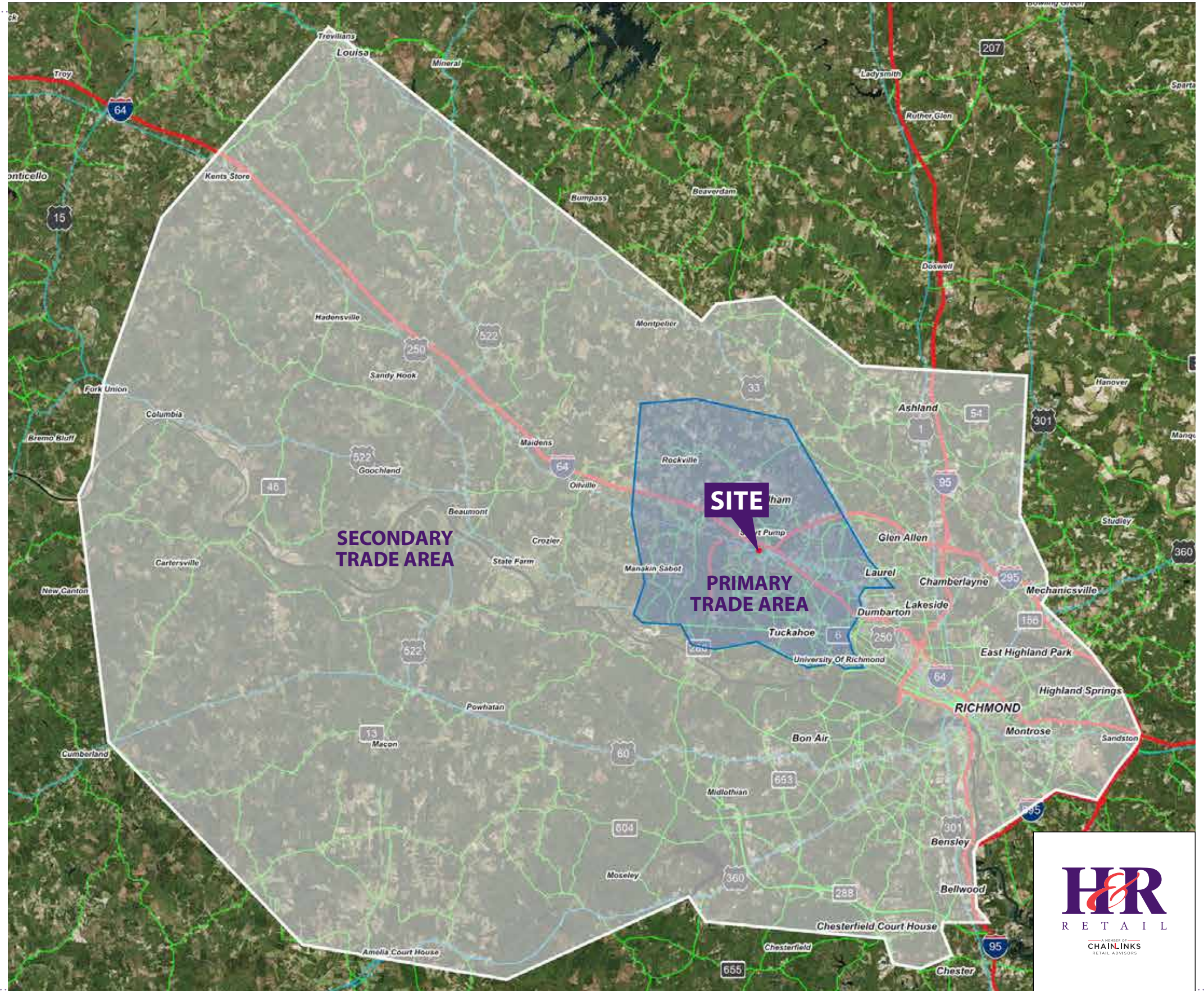
J. Sargeant Reynolds Community College
 20,000 students

Primary Trade Area

- Over 162,000 people live within the primary trade area of West Broad Marketplace
- The median age is 38.3 years old
- 22.3% of those who live within the primary trade area of West Broad Marketplace hold graduate degrees with average annual incomes over \$104,000
- Labor Force – 114,003 people

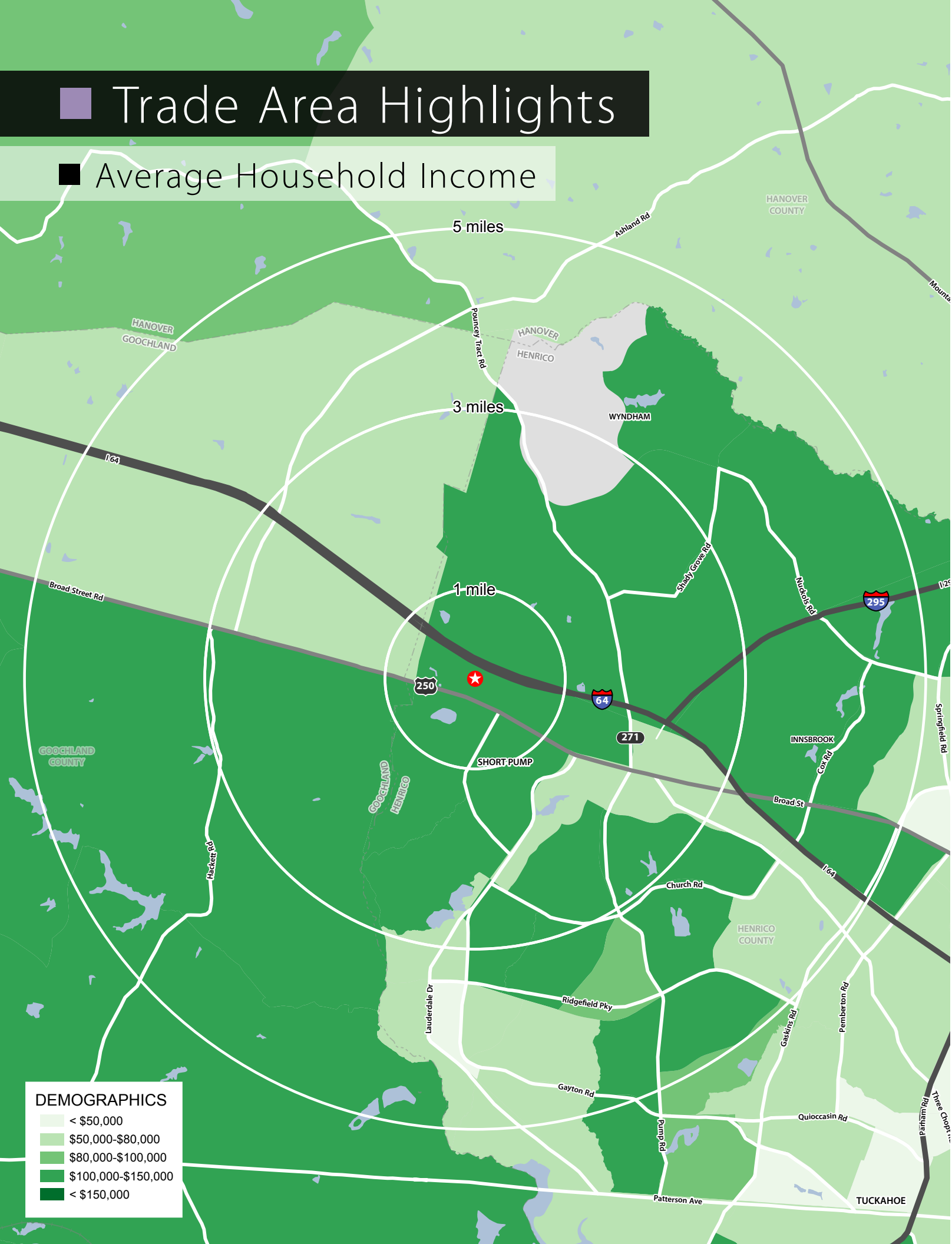
Secondary Trade Area

- Over 898,000 people live within the secondary trade area of West Broad Marketplace
- The median age is 37.9 years old
- 14.8% of those who live within the secondary trade area of West Broad Marketplace hold graduate degrees with average annual incomes over \$81,000
- Labor Force – 554,264 people

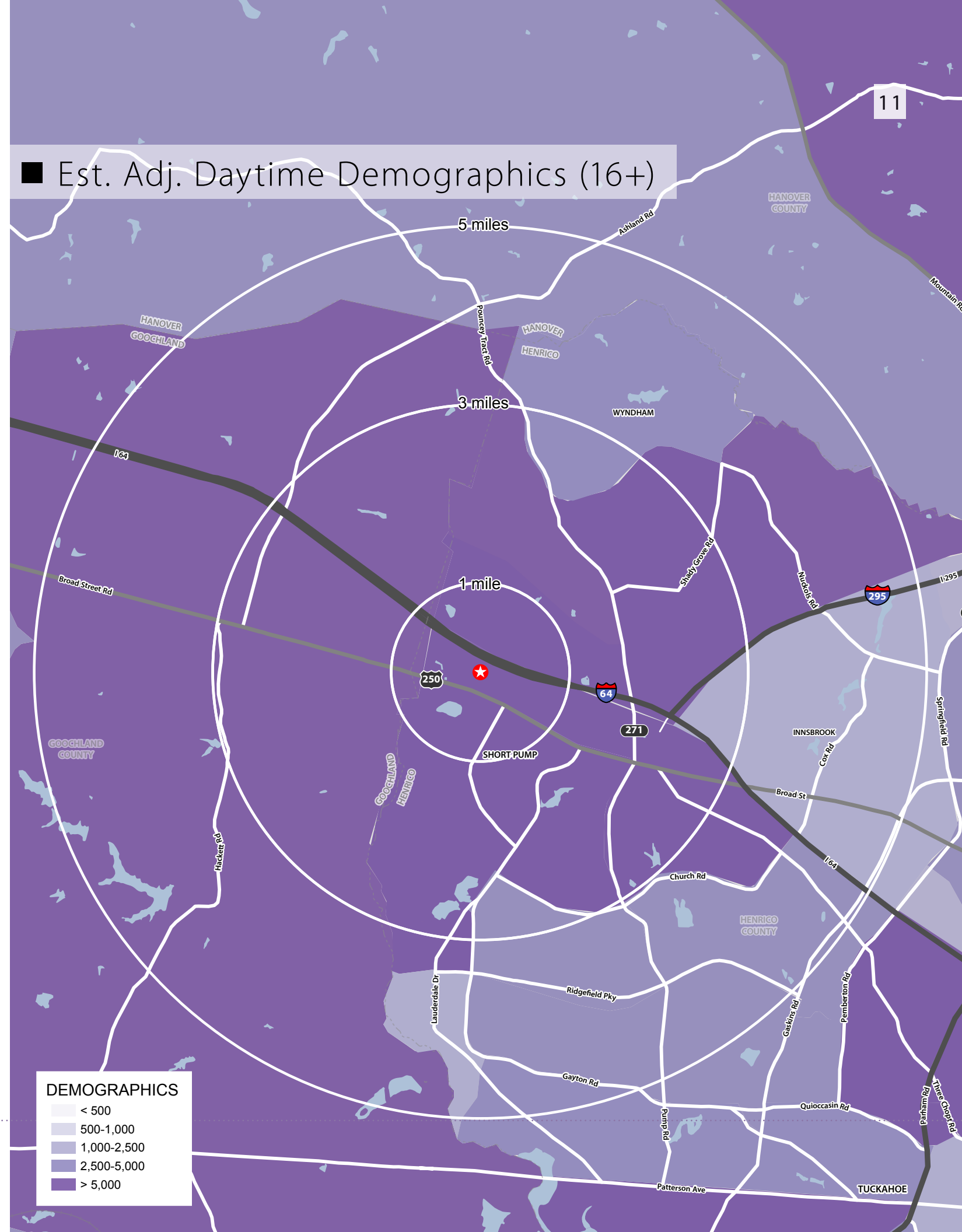


Trade Area Highlights

■ Average Household Income



■ Est. Adj. Daytime Demographics (16+)



Full Demographic Profile

2016 and 2021 Esri Forecasts. Converted Census 2000 data into 2010 geography
Lat/Lon: 37.66306/-77.6030

	3 MILES	5 MILES	7 MILES
POPULATION SUMMARY			
2000 Total Population	27,567	73,884	130,056
2010 Total Population	39,715	92,316	156,053
2016 Total Population	44,330	99,684	166,091
2016 Group Quarters	182	540	929
2021 Total Population	47,622	105,496	174,429
2016-2021 Annual Rate	1.44%	1.14%	0.98%
2016 Total Daytime Population	43,777	97,807	159,026
Workers	23,060	50,663	79,169
Residents	20,717	47,144	79,857

2016 POPULATION BY AGE			
Population Age 0 - 4	6.4%	6.1%	6.0%
Population Age 5 - 9	8.1%	7.1%	6.7%
Population Age 10 - 14	8.8%	7.5%	7.0%
Population Age 15 - 24	11.9%	11.5%	11.6%
Population Age 25 - 34	11.9%	13.1%	13.4%
Population Age 35 - 44	16.1%	14.7%	14.1%
Population Age 45 - 54	15.6%	14.5%	14.0%
Population Age 55 - 64	11.9%	12.6%	12.9%
Population Age 65 - 74	5.7%	7.4%	8.1%
Population Age 75 - 84	2.2%	3.3%	4.0%
Population Age 85 +	1.0%	2.1%	2.2%
Population Age 18 +	71.8%	75.2%	76.4%
Median Age	36.7	38.2	38.8

2016 POPULATION BY SEX			
Male Population	21,344	47,520	79,370
Female Population	22,986	52,164	86,721

2016 POPULATION BY RACE/ETHNICITY			
White Alone	71.8%	71.5%	71.1%
Black Alone	5.5%	8.1%	10.5%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	19.0%	16.1%	13.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.3%	2.1%
Two or More Races	2.7%	2.8%	2.8%
Hispanic Origin	3.8%	4.4%	5.9%
Diversity Index	48.7	50.1	52.5

	3 MILES	5 MILES	7 MILES
2016 POPULATION 15+ BY MARITAL STATUS			
Total Population 15+	33,958	79,088	133,421
Never Married	23.8%	25.9%	27.6%
Married	63.9%	59.3%	56.9%
Widowed	3.8%	5.2%	5.5%
Separated or Divorced	8.4%	9.6%	10.0%

2016 POPULATION 25+ BY EDUCATIONAL ATTAINMENT			
Total	28,662	67,599	114,154
Less than 9th Grade	1.0%	1.8%	2.7%
9th - 12th Grade, No Diploma	1.6%	2.1%	2.8%
High School Graduate	7.6%	10.8%	12.9%
GED/Alternative Credential	1.2%	1.5%	2.0%
Some College, No Degree	13.0%	15.9%	17.3%
Associate Degree	4.7%	5.7%	6.4%
Bachelor's Degree	41.2%	36.6%	32.9%
Graduate/Professional Degree	29.8%	25.5%	22.9%

HOUSEHOLDS SUMMARY			
2000 Households	10,001	29,577	53,132
2000 Average Household Size	2.74	2.46	2.41
2010 Households	14,484	36,523	62,784
2010 Average Household Size	2.73	2.51	2.47
2016 Households	16,050	39,009	66,246
2016 Average Household Size	2.75	2.54	2.49
2021 Households	17,196	41,086	69,301
2021 Average Household Size	2.76	2.55	2.50
2016-2021 Annual Rate	1.39%	1.04%	0.91%
2010 Families	10,673	24,510	41,563
2010 Average Family Size	3.25	3.11	3.05
2016 Families	11,730	26,018	43,537
2016 Average Family Size	3.29	3.15	3.09
2021 Families	12,510	27,307	45,358
2021 Average Family Size	3.31	3.18	3.10
2016-2021 Annual Rate	1.30%	0.97%	0.82%

HOUSING UNIT SUMMARY			
2016 Housing Units	16,758	41,047	70,232
Owner Occupied Housing Units	66.0%	62.0%	60.3%
Renter Occupied Housing Units	29.8%	33.0%	34.0%
Vacant Housing Units	4.2%	5.0%	5.7%

	3 MILES	5 MILES	7 MILES
2016 HOUSEHOLDS BY INCOME			
<\$15,000	2.5%	4.6%	5.4%
\$15,000 - \$24,999	2.9%	4.2%	5.5%
\$25,000 - \$34,999	3.7%	5.8%	7.0%
\$35,000 - \$49,999	6.9%	9.2%	11.4%
\$50,000 - \$74,999	15.2%	17.1%	18.2%
\$75,000 - \$99,999	12.3%	13.8%	13.7%
\$100,000 - \$149,999	23.6%	20.9%	18.4%
\$150,000 - \$199,999	13.4%	11.0%	8.6%
\$200,000+	19.5%	13.5%	11.8%
Average Household Income	\$137,058	\$115,344	\$106,541
Median Household Income	\$109,578	\$90,018	\$78,656
Per Capita Income	\$49,440	\$45,246	\$42,581

2016 OWNER OCCUPIED HOUSING UNITS BY VALUE			
Total	11,058	25,449	42,374
<\$50,000	0.8%	1.3%	1.6%
\$50,000 - \$99,999	0.4%	0.7%	0.9%
\$100,000 - \$149,999	1.1%	3.2%	4.0%
\$150,000 - \$199,999	4.9%	9.0%	12.0%
\$200,000 - \$249,999	8.6%	13.9%	16.5%
\$250,000 - \$299,999	12.5%	15.8%	14.7%
\$300,000 - \$399,999	22.9%	22.6%	19.4%
\$400,000 - \$499,999	20.0%	13.9%	11.1%
\$500,000 - \$749,999	22.0%	13.5%	12.1%
\$750,000 - \$999,999	5.3%	4.5%	5.1%
\$1,000,000 +	1.5%	1.6%	2.6%
Average Home Value	\$437,070	\$380,178	\$375,126

2016 EMPLOYED POPULATION 16+ BY INDUSTRY			
Total	24,051	53,525	87,824
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	3.0%	3.5%	4.2%
Manufacturing	5.1%	5.4%	5.3%
Wholesale Trade	2.6%	2.7%	2.6%
Retail Trade	9.0%	10.0%	10.1%
Transportation/Utilities	3.6%	3.9%	4.3%
Information	1.4%	1.8%	1.8%
Finance/Insurance/Real Estate	20.9%	18.9%	16.5%
Services	48.3%	47.9%	49.5%
Public Administration	5.9%	5.7%	5.6%

	3 MILES	5 MILES	7 MILES
2016 EMPLOYED POPULATION 16+ BY OCCUPATION			
White Collar	85.4%	81.2%	77.6%
Management/Business/Financial	27.1%	25.5%	23.9%
Professional	33.2%	31.1%	29.3%
Sales	13.9%	13.3%	12.3%
Administrative Support	11.2%	11.3%	12.1%
Services	8.6%	11.0%	12.8%
Blue Collar	6.0%	7.8%	9.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	1.4%	2.3%	2.9%
Installation/Maintenance/Repair	1.5%	1.4%	1.5%
Production	1.6%	1.8%	2.0%
Transportation/Material Moving	1.4%	2.2%	3.0%

2016 CONSUMER SPENDING			
Apparel & Services: Total \$	\$56,855,794	\$116,839,289	\$184,040,256
Average Spent	\$3,542.42	\$2,995.19	\$2,778.13
Education: Total \$	\$43,081,679	\$87,461,457	\$136,782,825
Average Spent	\$2,684.22	\$2,242.08	\$2,064.77
Entertainment/Recreation: Total \$	\$81,548,893	\$167,209,464	\$262,867,869
Average Spent	\$5,080.93	\$4,286.43	\$3,968.06
Food at Home: Total \$	\$130,499,881	\$273,919,632	\$435,815,601
Average Spent	\$8,130.83	\$7,021.96	\$6,578.75
Food Away from Home: Total \$	\$87,089,288	\$179,080,071	\$282,009,253
Average Spent	\$5,426.12	\$4,590.74	\$4,257.00
Health Care: Total \$	\$138,775,090	\$290,442,106	\$460,017,024
Average Spent	\$8,646.42	\$7,445.52	\$6,944.07
HH Furnishings & Equipment: Total \$	\$50,303,497	\$102,870,757	\$161,472,216
Average Spent	\$3,134.17	\$2,637.10	\$2,437.46
Personal Care Products & Services: Total \$	\$20,532,814	\$42,408,379	\$66,839,276
Average Spent	\$1,279.30	\$1,087.14	\$1,008.96
Shelter: Total \$	\$438,687,567	\$910,361,980	\$1,437,709,541
Average Spent	\$27,332.56	\$23,337.23	\$21,702.59
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$64,064,907	\$132,880,586	\$209,641,577
Average Spent	\$3,991.58	\$3,406.41	\$3,164.59
Travel: Total \$	\$56,322,885	\$113,449,873	\$176,481,333
Average Spent	\$3,509.21	\$2,908.30	\$2,664.03
Vehicle Maintenance & Repairs: Total \$	\$27,957,280	\$57,939,352	\$91,770,474
Average Spent	\$1,741.89	\$1,485.28	\$1,385.30



WEST BROAD MARKETPLACE



H&R

R E T A I L

RETAIL KNOWLEDGE ■ REAL ADVANTAGE

Retail Availability:

**393,000 Square Feet of Total Retail
Store Space**

For Retail Leasing Information,
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