

WILLOW PLACE

West Broad Street
 Between Willow Lawn Drive & Libbie Avenue
 5402-5488 West Broad Street
 HENRICO | RICHMOND, VA

FUTURE MIXED-USE

WELLSMITH
 349 APARTMENTS
 (UNDER CONSTRUCTION)

[solidcore]
 burn boot camp
 327 APARTMENTS

PENSTOCK QUARTER
 327 APARTMENTS
 41,000 SF RETAIL
 TENANTS INCLUDE SOLID CORE,
 BURN BOOT CAMP,
 STABLES, H&A ARCHITECTS
 AND CAPITAL EYE CARE

LUMBER LIQUIDATORS
 HARDWOOD FLOORING FOR LESS!

HENRICO COUNTY
 PUBLIC LIBRARY

HARPS LANDING
 UP TO 140,000 SF OFFICE
 (NOW PRELEASING)

LIBBIE MILL MIDTOWN
 UP TO 1,096 RESIDENTIAL UNITS
 AND UP TO 1 MILLION SF OF COMMERCIAL

WILLOW PLACE

GROCER

HomeGoods

First National Bank

Baskin Robbins

SHAKE SHACK

MARATHON

FIRST WATCH
 THE DAYTIME CAFE

WEST VIRGINIA HOSPITAL

meineke
 car care center

W BROAD ST - 28,000 VPD



jiffy lube

Seredni
 TIRE AND AUTO CENTER

TRUIST



Great Clips
 AT&T



FedEx
 Vitamin Shoppe

LIBBIE PLACE

PETSMART
 BARNES & NOBLE

NEW AVAILABILITIES

SHAKE SHACK

HomeGoods

RICHMOND

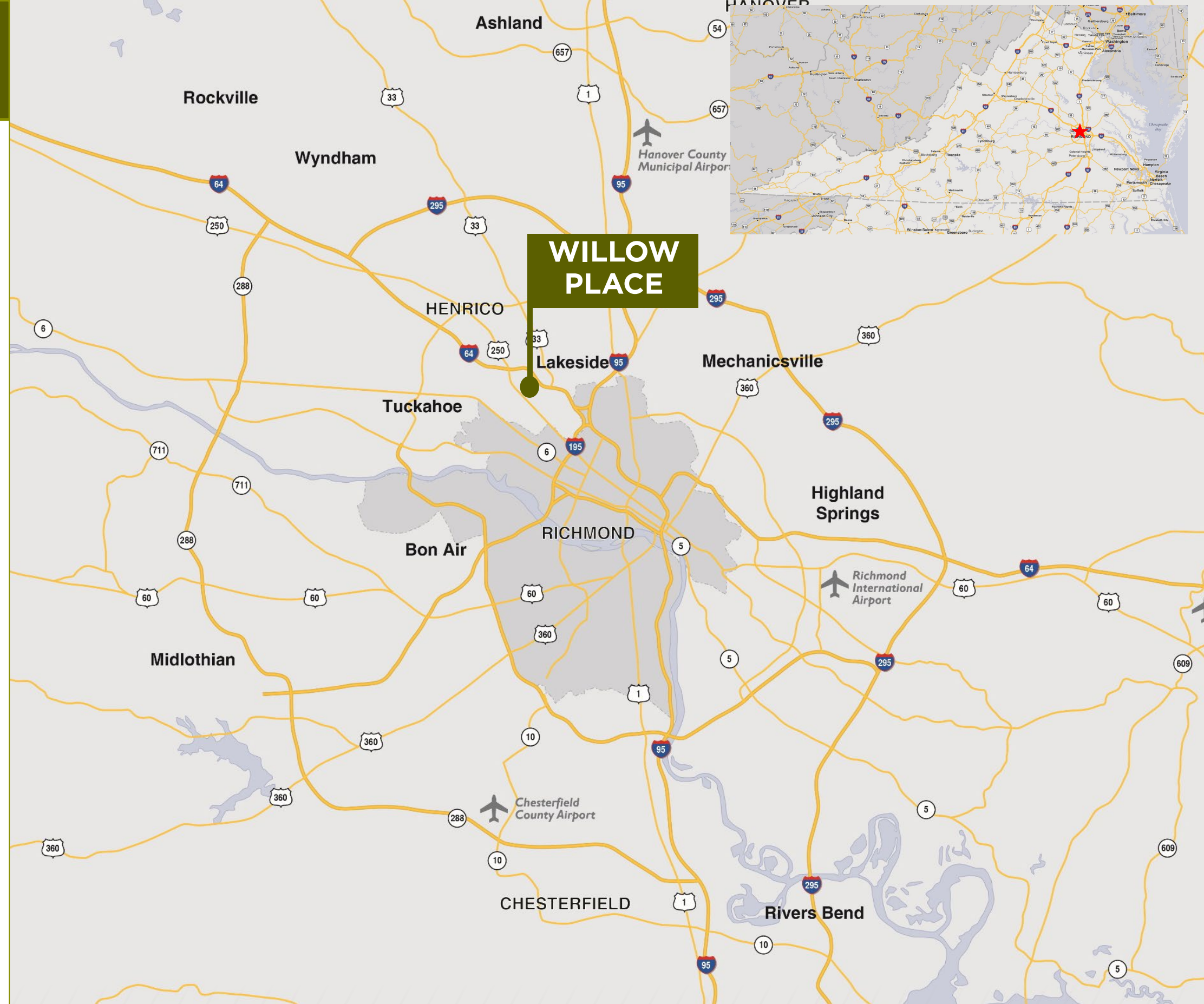
MARKET SNAPSHOT

Home to the third largest MSA in Virginia and the 46th largest in the US, the City of Richmond and its surrounding counties form a metropolitan area of over 1.3 million people. Thanks in large part to an active business climate, Richmond's economy is primarily driven by law, finance and government with both federal and state agencies as well as notable legal and banking firms and has been recognized by Forbes as the Best Places for Business and Careers and named one of the "10 Cities to Watch in 2020" by Worth Magazine. Home to Eleven Fortune 1000 companies including CarMax, Dominion Energy, Owens & Minor, Markel and ASGN.

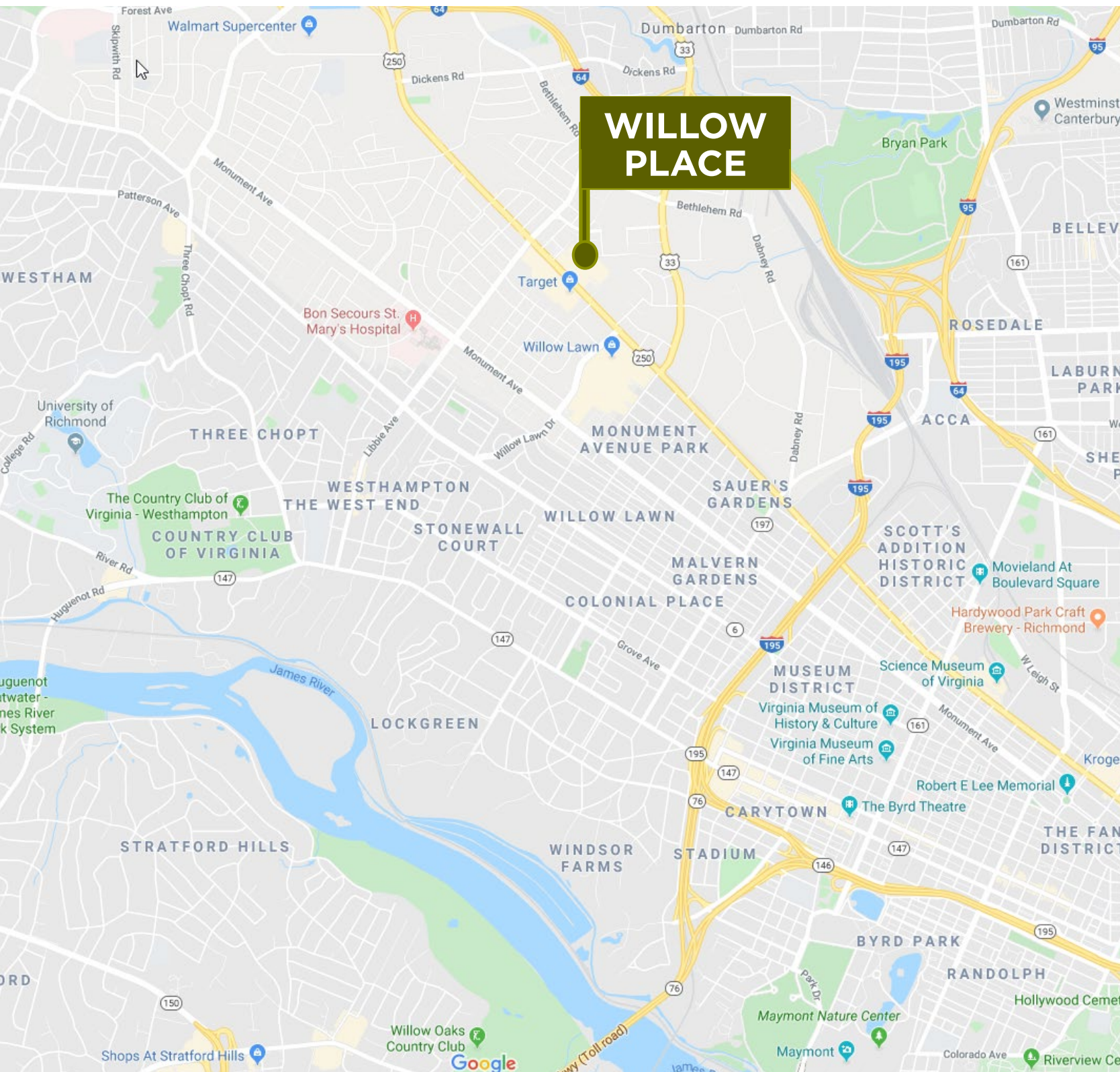
We have nearly 30 nearby colleges, universities and professional schools that draw many students to the area, The University of Richmond campus has 4,000 students, Virginia Commonwealth University has over 31,000 students and Virginia Union University with 1,700 students rounds out the top three. Many students remain in the Richmond area after graduating, contributing to the impressive 44.6% college educated level in the area.

With its proximity to the mountains, oceans and Washington DC, the area draws many tourists. Visitors come for the museums, festivals, sporting events including our Class 4 rapids along the James River.

CITY	TIME
Charlottesville, VA	50 minutes
Virginia Beach, Virginia	1 hour, 50 minutes
Washington D.C.	2 hours
Lynchburg, Virginia	2 hours
Raleigh, North Carolina	2 hours, 45 minutes
Roanoke, Virginia	2 hours, 30 minutes
Charlotte, NC	4 hours, 20 minutes



LOCATION



LOCATION, LOCATION, LOCATION

You've always heard it, now you can have it. Willow Place in Richmond is ideally located minutes from the neighborhoods of the Fan District, the Museum District, Westhampton, Scott's Addition, Libbie Mill and Monument Avenue.

Within the dense and sought-after Willow & Libbie Midtown Market, Willow Place is THE place to be.

We've had the location, just not the opportunity.

Now...

Location and Opportunity come together.

Easy access to I-95, I-64, I-195 and neighborhoods. Your customers can get here from work or home, shop and be on their way.

Willow Place - The Epitome of Location



AERIAL



OPPORTUNITY

Redevelopment Underway

- Pre-leasing availabilities NOW
- Site Opportunities Available
 - ✓ Junior Anchor Position - 5,600 SF
 - ✓ In-line and End-caps - 1,280-2,640 SF
- Willow Lawn | Midtown Market
- Great Libbie Avenue and West Broad location
- Multiple points of access / signalized access

Join Nearby Retailers



TARGET



verizon



OLD NAVY



FIRST WATCH
THE DAYTIME CAFE



BARNES & NOBLE



ROSS
DRESS FOR LESS

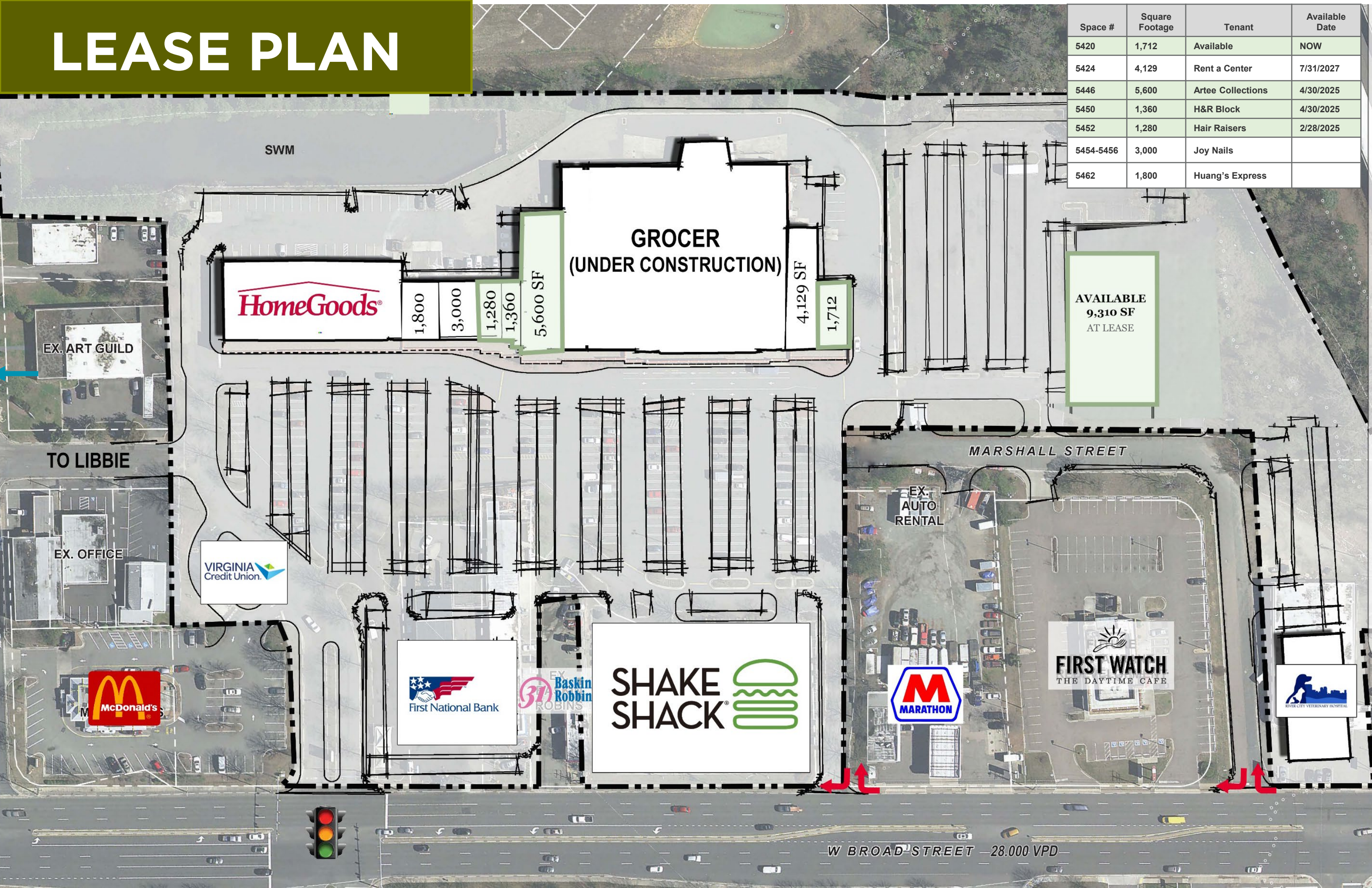


NEW LOOK



LEASE PLAN

Space #	Square Footage	Tenant	Available Date
5420	1,712	Available	NOW
5424	4,129	Rent a Center	7/31/2027
5446	5,600	Artee Collections	4/30/2025
5450	1,360	H&R Block	4/30/2025
5452	1,280	Hair Raisers	2/28/2025
5454-5456	3,000	Joy Nails	
5462	1,800	Huang's Express	



HomeGoods®

GROCER
(UNDER CONSTRUCTION)

AVAILABLE
9,310 SF
AT LEASE

1,800

3,000

1,280

1,360

5,600 SF

4,129 SF

1,712

EX. ART GUILD

TO LIBBIE

EX. OFFICE

VIRGINIA
Credit Union

McDonald's

First National Bank

EX. Baskin
Robbin
ROBINS

SHAKE
SHACK

MARATHON

EX. AUTO
RENTAL

FIRST WATCH
THE DAYTIME CAFE

RIVER CITY VETERINARY HOSPITAL

MARSHALL STREET

W BROAD STREET 28,000 VPD

SWM

DEMOGRAPHICS

HIGHLIGHTS



691,658

10 MILE POPULATION



535,215

20 MINUTE DAYTIME POPULATION



\$390,593

5 MILE AVERAGE HOME VALUE



\$107,735

1 MILE AVERAGE HOUSEHOLD INCOME



39.7%

1 MILE EDUCATION BACHELOR & ABOVE



33.2%

AHHI \$100,000 & ABOVE | 1 MILE

	1 Mile	5 Mile	10 Mile
2024 Estimated Population	8,078	253,775	691,658
2029 Projected Population	8,118	254,663	704,844
2024 Households	3,873	115,638	295,062
2024 Education Bachelors & Above	39.7%	32.8%	33%
2024 Average Household Income	\$107,735	\$90,624	\$100,334
2024 Median Household Income	\$75,831	\$63,634	\$74,989
Daytime Population	34,973	406,278	953,167
2024 Median Age	39.7	37.4	38.6

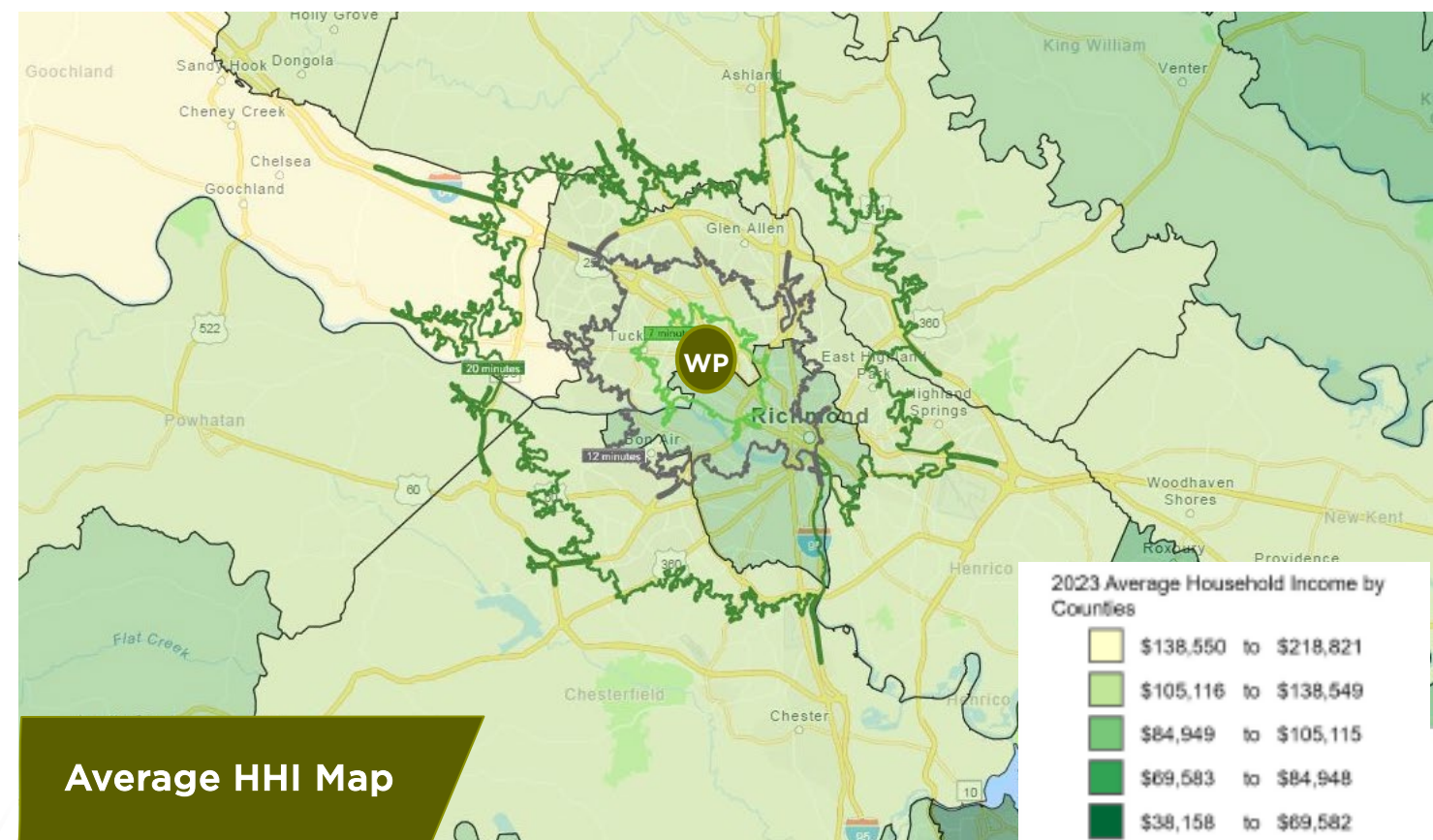
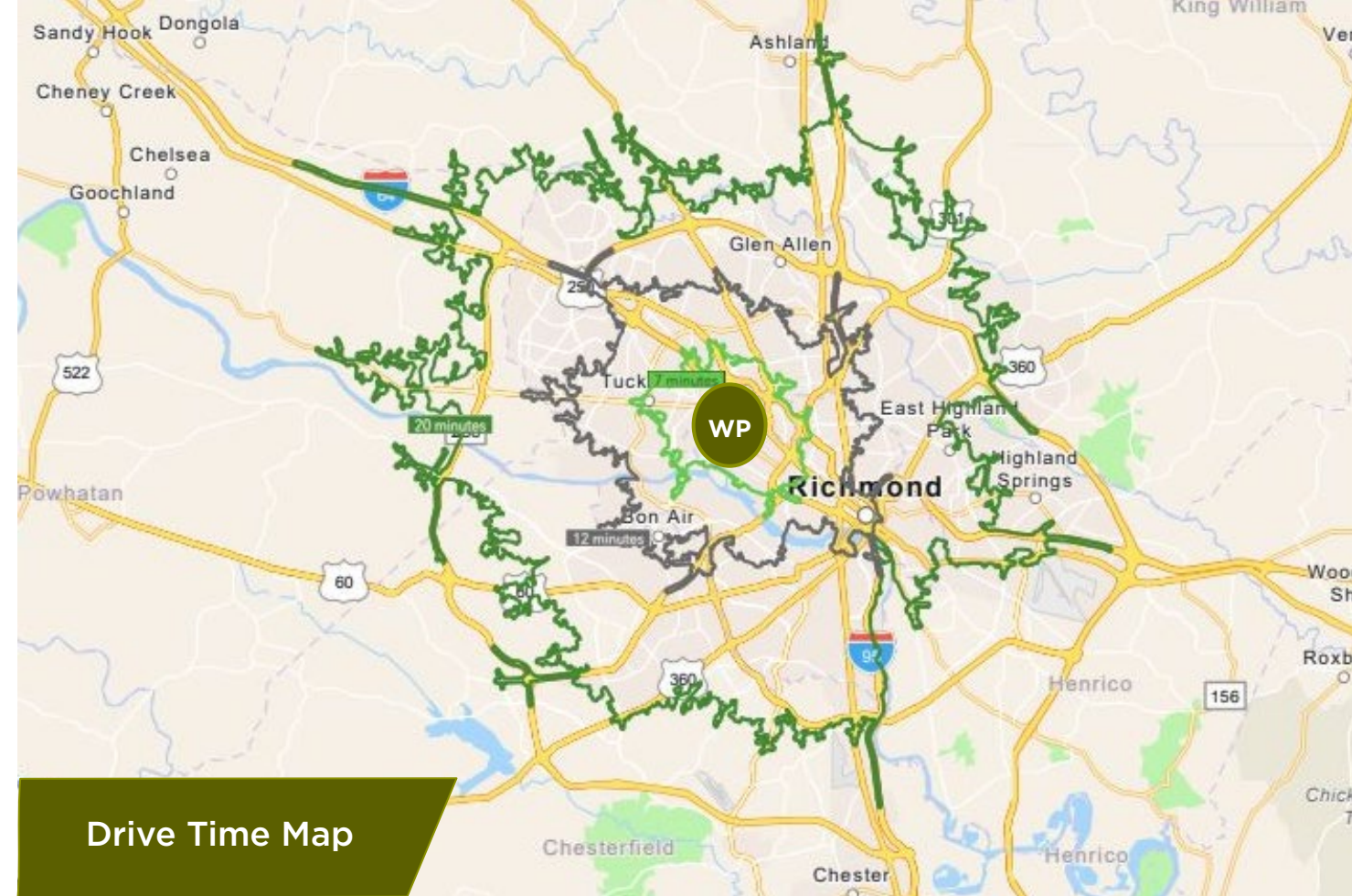
	7 Minute	12 Minute	20 Minute
2024 Estimated Population	55,081	198,271	535,215
2029 Projected Population	57,924	201,608	542,954
2024 Households	27,852	92,349	233,413
2024 Education Bachelors & Above	37.7%	35%	32.6%
2024 Average Household Income	\$101,612	\$91,016	\$93,959
2024 Median Household Income	\$70,773	\$62,725	\$70,173
Daytime Population	34,973	129,556	810,175
2024 Median Age	37.7	36.2	38

CONTACT US

FOR LEASING INFORMATION,
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