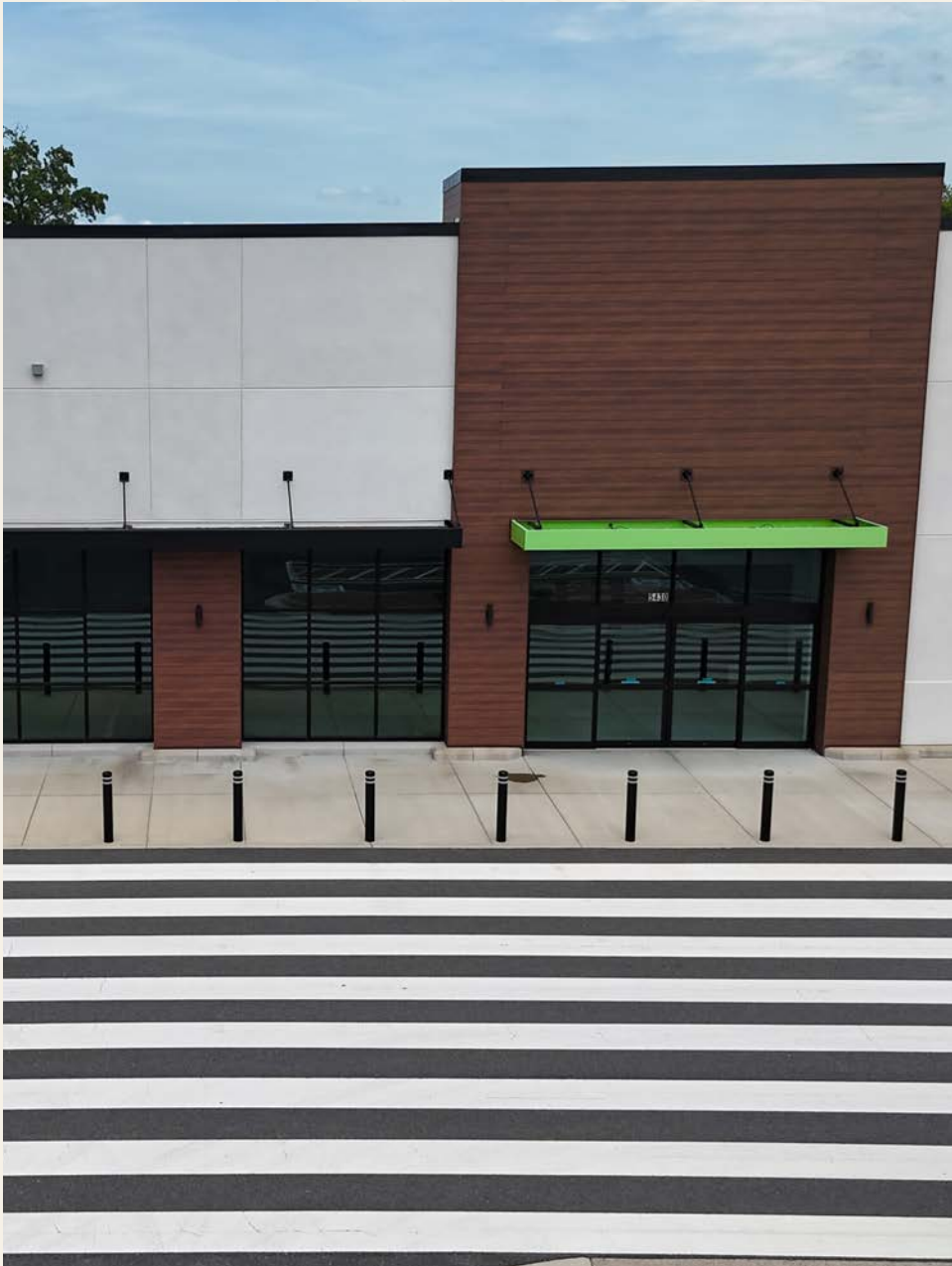


5430 W Broad Street, Richmond, VA 23230



Brand new retail-ready
space for sublease

AVAILABILITY



Building Details



A 42,775 SF box available for sublease at Willow Place, delivered as warm shell anchoring a redeveloping center. The building envelope, roof, structural system, sprinkler, primary electrical service, rooftop HVAC, storefront glazing, and dedicated rear loading are all new and in place.



93,592 SF retail center



Located on high traffic W Broad Street with excellent exposure, ample parking, and a signalized intersection



Co-tenants include major retailers, such as HomeGoods, Shake Shack, and Celebree School

PROPERTY OVERVIEW

LOCATION

Willow Place sits on the West Broad Street spine between Willow Lawn Drive and Libbie Avenue, the retail core of Richmond's Near West End. Direct frontage and signalized access at 28,000 VPD, with access to I-64, I-95, and I-195 within a mile.

TRADE AREA

Willow Lawn has anchored the Near West End for seventy years and has been continuously reinvested. Within a half-mile of the center: Target, Kroger, Dick's, Old Navy, DSW, PetSmart, Barnes & Noble, Staples, and J.Crew. The Target directly across West Broad is among the strongest performers in the Richmond market, drawing shoppers from as far west as the University of Richmond, east into the Fan and Museum District, and all neighborhoods in between.

CUSTOMER

The highest-quality catchment in the market. One-mile median household income of \$109,018; three-mile median of \$98,949 across 95,679 residents. Daytime population of 134,758 at three miles, drawing from the Broad Street office corridors and two major hospital campuses. Annual household spending runs \$6,218 on food at home and \$3,923 on food away from home and holds flat to five miles, reflecting broad affluence rather than a thin ring of high earners.

GROWTH

Directly adjacent to Libbie Mill – Midtown, entitled for up to 1,600 residential units and 1 million SF of commercial, all within walking distance. One-mile population is projected to grow 43% by 2031 against 6% at three miles. Less than two miles west the Trader Joe's anchored Midtown 64 mixed-use project, which will feature up to 300,000sf of office, 1,000 apartments, and 194 townhomes, is now under construction. Reynolds Crossing is approved for more than 1,200 new dwelling units. Less than one mile east is the Kinsale Center, which will feature more than 500 luxury apartments, 400 hotel keys, and 300,000 SF of commercial and retail space.

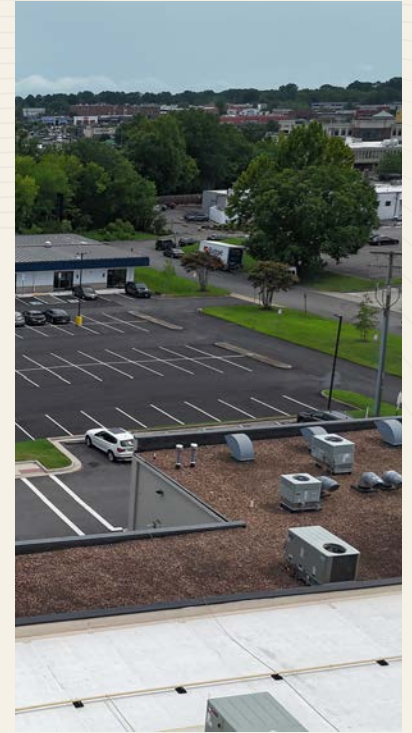
COTENANCY

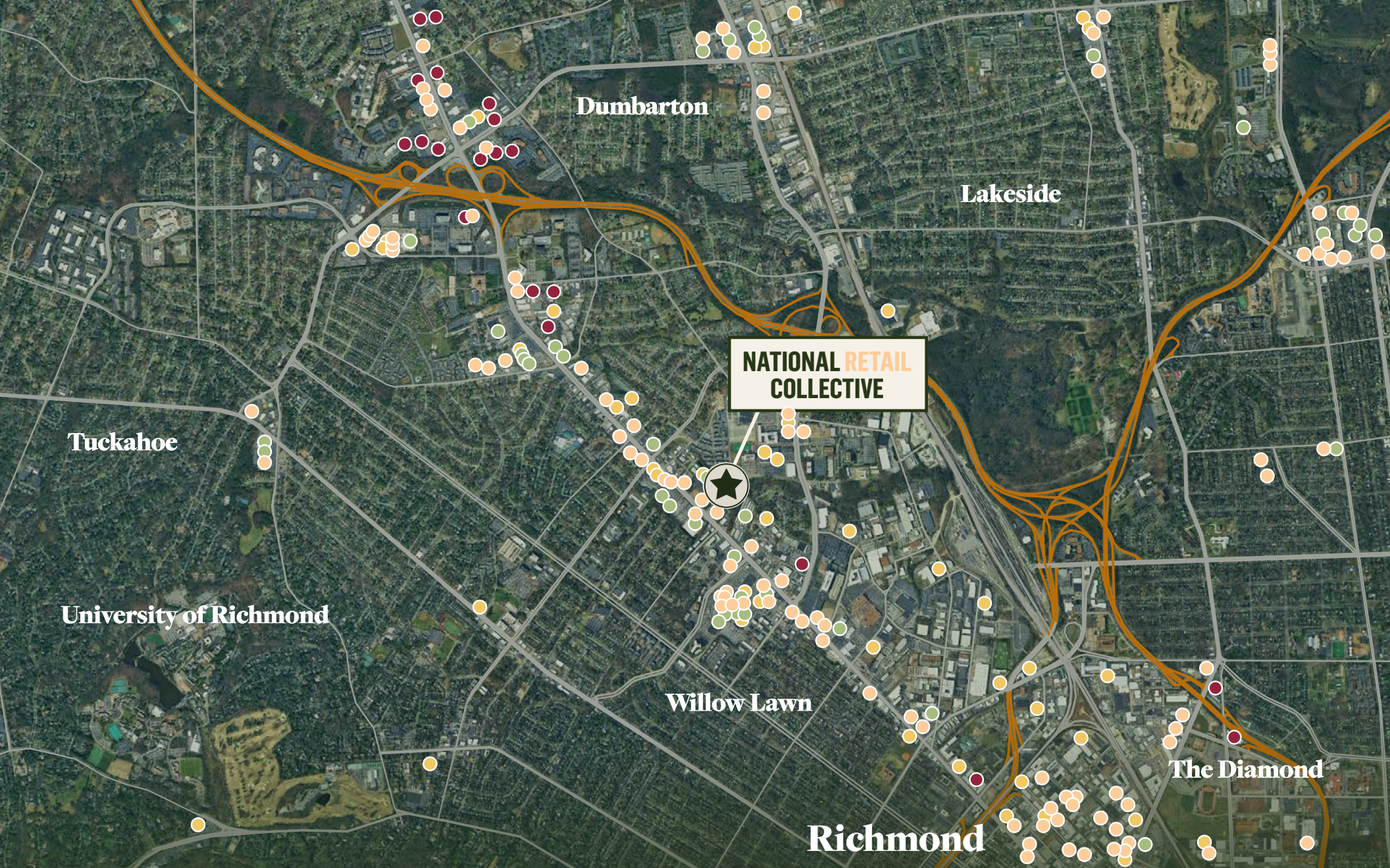
93,592 SF center. HomeGoods, the market's first Shake Shack, First Watch, First National Bank, Virginia Credit Union, and Celebree School. Cotenancy is balanced across daily-needs, destination, and service, with weekday traffic drivers against weekend-weighted retail.

SPACE PHOTOS



BUILDING PHOTOS





AREA AMENITIES

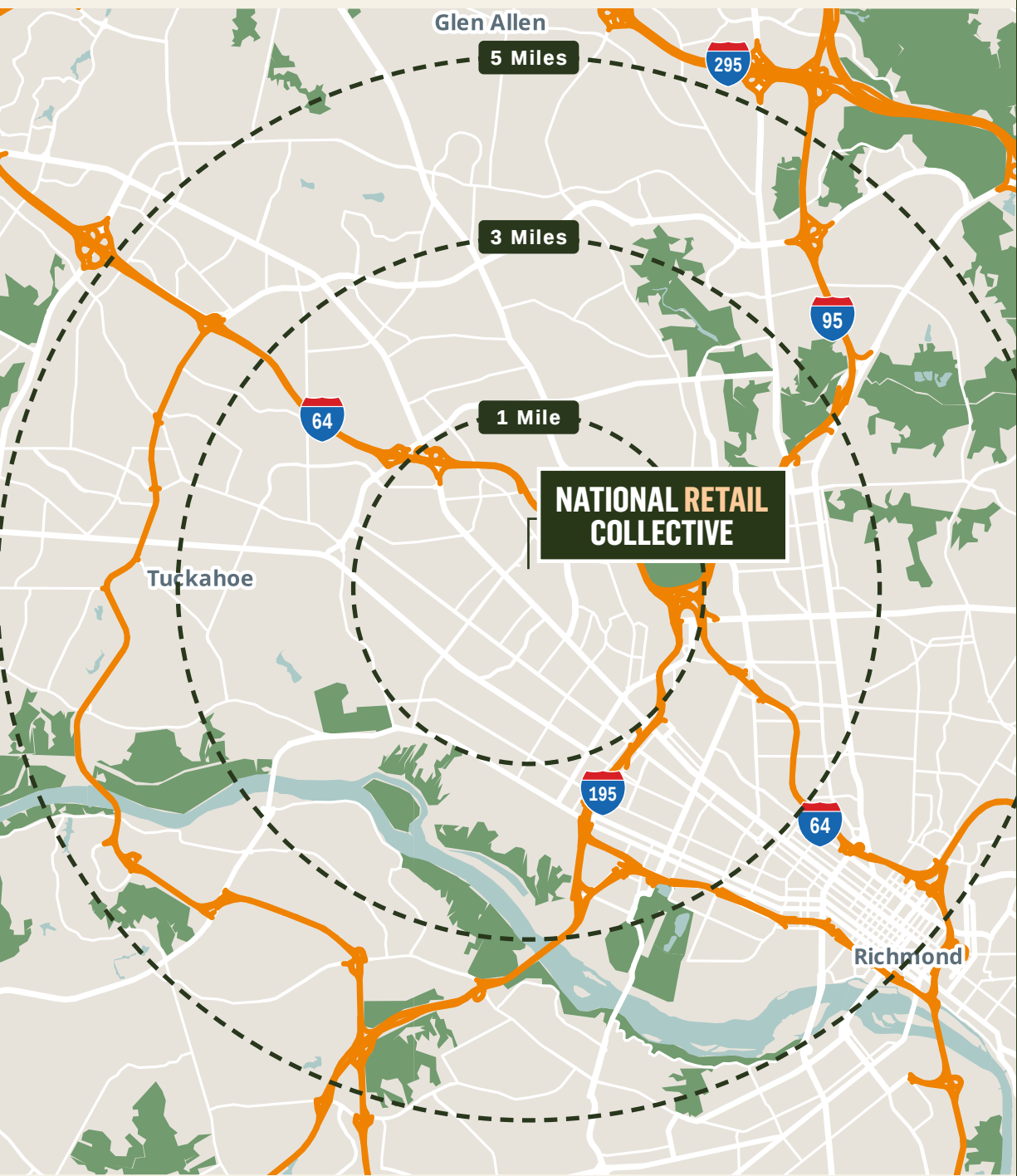
102+
Dining

38+
Retail

20+
Hotels

44+
Fitness

MARKET COVERAGE



Demographics

2026	1 Mile	3 Miles	5 Miles
Total Population	8,272	95,679	256,601
Projected Population (2031)	11,845	101,803	267,535
Total Daytime Population	22,584	134,758	403,263
Median HH Income	\$109,018	\$98,949	\$87,095
Median Age	38.3	37.4	36.5

Annual Avg. Consumer Spending

		1	\$2,146
		3	\$2,113
		5	\$2,049
		Apparel & Services	
		1	\$6,218
		3	\$6,215
		5	\$6,149
		Food at Home	
		1	\$3,923
		3	\$3,895
		5	\$3,769
		Food Away from Home	
		1	\$1,030
		3	\$1,018
		5	\$995
		Personal Care	

NATIONAL RETAIL COLLECTIVE



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