



Regency Mall

Racine, WI

Location	Five minutes east of I-94, at the intersection of Highways 11 and 31
Anchors	Boston Store, hhgregg, JCPenney and Burlington Coat Factory
Size	789,449 square feet
Website	ShopRegency-Mall.com

Mall Facts Regency Mall is a super-regional, enclosed mall featuring a strong tenant mix of more than 100 specialty stores including Aéropostale, American Eagle Outfitters, Bath & Body Works, Best Buy Mobile, Buckle, Gymboree, Jimmy Jazz, Jos. A. Bank, Justice, Journeys, The Children's Place, The Limited, Vanity and Victoria's Secret.

Newer retailers include Auntie Anne's Pretzels, Body Central, Canton Express, Famous Footwear, Kobe's Japan, Pay/Half, Quitze's Mexican Grill, and rue21.

Located on the periphery of the shopping complex is Target and Pier 1 Imports. National chain restaurants include Applebee's, Olive Garden, IHOP, Chuck E. Cheese's and Buffalo Wild Wings.

Regency Mall is the preferred shopping and dining destination in the region for more than eight million annual customers.

Trade Area Facts Strategically located between metropolitan Milwaukee and Chicago, Regency Mall is the only enclosed regional mall situated within its three-county market of Racine, Kenosha and Walworth Counties.

Voted in the "Top Ten" family beaches by Parents Magazine, the shores of Lake Michigan, Racine and Kenosha counties are growing vacation and convention destinations. Combined, the counties benefit from an estimated \$456 million annual tourism industry.

Major employers in the area include SC Johnson, Wheaton Franciscan Healthcare, CNH America, United Hospital System, Aurora Health Care, Jockey International, Jelly Belly and InSinkErator. An Amazon.com distribution center will bring 1,100 full time jobs to neighboring Kenosha County.

Regency Mall's trade area offers public and private education options to nearly 70,000 primary and secondary students. In addition, more than 37,000 students attend the area's three colleges and universities which include Gateway Technical College, University of Wisconsin-Parkside and Carthage College.

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Demographics

Population Trends

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2016 Projection	191,364	174,004	365,368
2011 Estimate	192,681	172,366	365,047
2000 Census	185,222	156,061	341,283
2011 Daytime Population Estimate	91,248	64,456	155,704

Average Household Income

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2016 Projection	\$62,182	\$78,266	\$69,648
2011 Estimate	\$58,516	\$72,545	\$65,036
2011 - 2016 % Change	6.26%	7.89%	7.09%

Median Age

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2011 Estimate	38	36	37

Source: 2000 Census; Scan/US 2011/2016 Estimates

Location Map



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