



# Regency Mall Racine, WI

Location	Five minutes east of I-94, at the intersection of Highways 11 and 31
Anchors	JCPenney, Sears, Boston Store, Burlington Coat Factory and Target
Size	815,935 square feet
Web Site	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, Christopher & Banks, Gymboree, Justice, The Limited, Talbots, Jos. A. Bank, The Children's Place, Vanity and Victoria's Secret.

The shopping complex offers on its periphery, Target and national-chain restaurants including Applebee's, Olive Garden and Lone Star Steakhouse, making Regency Mall a preferred shopping and dining destination for its more than nine million customers annually.

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

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. Artistic, cultural and recreational opportunities abound in Regency Mall's market.

Plans are underway for the Kenosha-Racine-Milwaukee (KRM) Commuter Rail which will extend Regional Transportation Authority passenger service northwards from Chicago to Kenosha through Racine and into Milwaukee. The KRM will have a significant impact on the local and regional economy surrounding Regency Mall and will create thousands of jobs, expand the tourism industry and increase property values.

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.

Regency Mall's trade area offers public and private education options to nearly 70,000 primary and secondary students. In addition, more than 36,900 attend the area's three colleges and universities which includes 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
2015 Projection	201,389	180,246	381,635
2010 Estimate	197,680	172,646	370,326
2000 Census	185,174	156,126	341,300

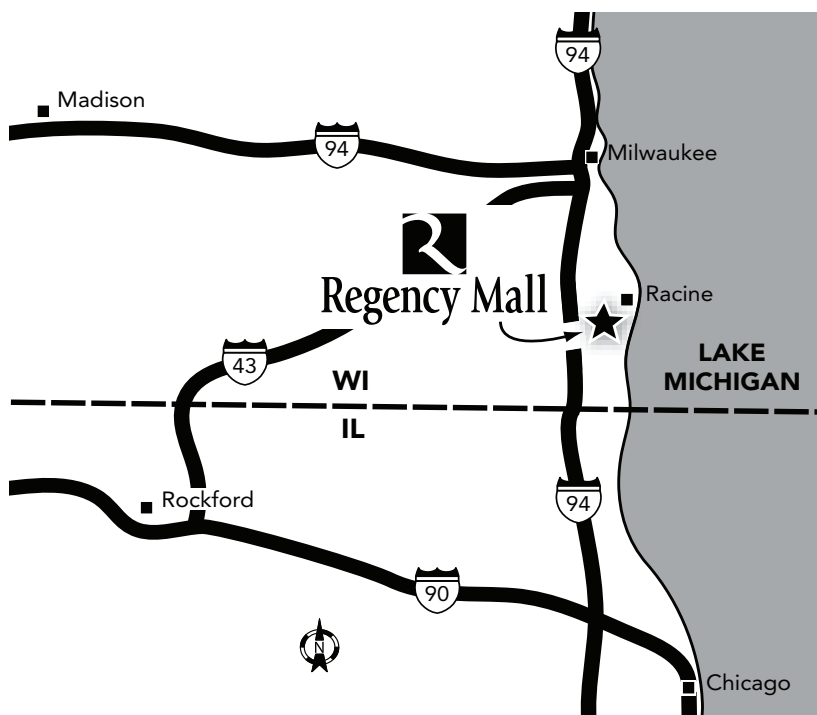
Average Household Income	Primary Trade Area	Secondary Trade Area	Total Trade Area
2015 Projection	\$66,745	\$81,453	\$73,480
2010 Estimate	\$62,598	\$75,322	\$68,379

Median Age	Primary Trade Area	Secondary Trade Area	Total Trade Area
2010 Estimate	37	38	38

Source: 2000 Census; Scan/US 2010/2015 Estimates

## Location Map



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