

Commercial Real Estate

Regency Mall owner plans 266 apartments, car wash

[f](#)
[in](#)
[X](#)
[Print](#)
[Unlock URL](#)
[Order Reprints](#)
[Gift this Article](#)



The nearly 14-acre Pritchard Park Apartments property would have five three-story apartment buildings with approximately 266 units. Image: Stephen Perry Smith

STEPHEN PERRY SMITH

By Logan Hanson – Reporter, Milwaukee Business Journal
Apr 8, 2025 Updated Apr 8, 2025 11:08am CDT

Listen to this article 3 min

AT A GLANCE

- The owner of Regency Mall in Racine plans to develop a 266-unit apartment complex on 14 acres near the mall.
- The project is expected to begin in the spring or summer and be completed by December 2026.
- The apartments mark the next phase of the \$120 million Regency Mall redevelopment, which is expected to create about \$80 million in new value.

The next phase of the Regency Mall redevelopment could begin over the next few months, bringing housing to the retail complex in Racine.

Georgia-based Hull Property Group, which has owned the Racine mall property since 2016, submitted plans for a five-building apartment complex called Pritchard Park Apartments. The city's Planning Heritage and Design Commission is scheduled to review the proposal during its meeting April 8.

The nearly 14-acre property at 5326 Durand Ave., just north of the planned Woodman's Markets store property, would have five three-story apartment buildings with approximately 266 units. The buildings would offer studio, one-bedroom, one-bedroom with a den and two-bedroom options.

The site also would include a clubhouse, two underground parking garages and seven two-story carriage buildings, with each building consisting of six detached garages and two residential units on the second floor.



The site would include a clubhouse, two underground parking garages and seven two-story carriage buildings. Image: Stephen Perry Smith

STEPHEN PERRY SMITH

The property also would include a 6,280-square-foot Crew Carwash on the west side at 2521 S. Green Bay Road. That plan also is scheduled to be reviewed by the commission.

Construction is expected to begin in either the spring or summer of this year, with the first units available for rent in early 2026, according to the plans. Project completion is expected in December 2026.

Milwaukee-based Stephen Perry Smith Architects is listed as the architect. No estimated cost for the project was given, and a Milwaukee Business Journal request for further information was not returned by the time this story was published.

The proposed apartments represent the next phase of the \$120 million Regency Mall redevelopment that is expected to create about \$80 million in new value. The project involves demolishing portions of the mall structure to make way for the apartments and for retailers that are expected to draw more foot traffic to the shopping center.

Another phase of the work includes a Woodman's store on the former mall site, which has driven interest from other retailers and restaurants in the area. The Janesville-based grocery store paid \$8.85 million to buy a 21-acre portion of the mall last July as part of the mall's ongoing redevelopment. Plans for Woodman's to open at Regency Mall were revealed in fall 2023.

The city of Racine is supporting the mall redevelopment with more than \$39 million in incentives through tax incremental financing.

Regency Mall is among the Milwaukee-area malls undergoing revitalizations as owners look to repurpose former Boston Store buildings. Another is Mayfair mall, which is adding a store by Scheels and 900 apartments to its site.

T H E L I S T

Largest area retail property management firms

Retail sq. ft., local

Rank	Prior Rank	Company name
1	1	Mid-America Real Estate - Wisconsin LLC
2	2	Brookfield Properties Retail
3	3	Founders 3 Real Estate Services

[View This List](#)

THURSDAY, APRIL 17, 2025

Real Estate Awards

Join us to celebrate 2025's Real Estate Award finalists and winners!

[Register now](#)

DEADLINE: FRIDAY, APRIL 18, 2025

Best Places to Work - 2025

If your company offers employees a great work-life balance with substantial perks and stands above the rest in employee satisfaction, it could be one of the Best Places to Work in greater Milwaukee.

[Submit a Nomination](#)

- #### RELATED ARTICLES
- [Waukesha advances Mandel Group apartments](#)
 - [New developer in works for West Allis church site](#)
 - [Work on Pleasant Prairie apartments could start soon](#)
 - [Port Washington ready to advance subdivision](#)
 - [Another golf course could be redeveloped for housing](#)

MORE FOR YOU

[More >](#)

Customer favorites Marty's Pizza, Pepi's Pizza announce closures - Milwaukee Business Journal

Trade war a 'catastrophic' scenario for footwear industry, Weyco leader says - Milwaukee Business Journal

Pabst Brewing rolls out a light beer - Milwaukee Business Journal

Waukesha advances hundreds of Mandel Group apartments near city hall - Milwaukee Business Journal

Apartment competition eases in Milwaukee, but still remains tough - Milwaukee Business Journal

Retired Rockwell chairman and CEO Don Davis dies at 85 - Milwaukee Business Journal

PAID LISTINGS

Latest Listings

[More >](#)

HOME OF THE DAY 18

SPONSORED

Breathnaking Views, Modern Townhouse—Your Dream Home

HOME OF THE DAY 20

SPONSORED

Urban Luxury Meets Skyline Serenity in Brewer's Hill

COOL SPACES 11

SPONSORED

Upgrade & Uplift Your Office Space with UPLIFT Desk

[Back to Top](#)

SUBSCRIBERS

- Start a Subscription
- Subscriber-Only Content
- Digital Edition
- Book of Lists
- Book of Lists - Unlimited
- Manage your Account
- Manage My Advertising

ABOUT & CONTACT

- About Us
- About The Business Journals
- Advertise
- Help & FAQs
- Circulation Sales Center
- Directory
- Reprints

APPS & SYNDICATION

- Mobile Apps
- Syndication/RSS

FOLLOW US

[Twitter](#)
[LinkedIn](#)
[Facebook](#)
[Instagram](#)

NEWSLETTERS

[Sign Up Now](#)

ACBJ

- American City Business Journals
- AmericanInno
- BizEquity
- Bizwomen
- Hemmings