Stony Point Fashion Park Small Area Plan

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STONY POINT FASHION PARK

SMALL AREA PLAN

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Introduction

PLAN PURPOSE

The purpose of the Stony Point Fashion Park Small Area Plan is to explore the value and future of the Stony Point Fashion Park through the creation of a small area plan. This topic needs to be addressed immediately because malls are facing a sharp decline in economic growth and use. Online shopping brings a competition that malls do not seem to be equipped to address. This drives the research question: how can Stony Point Fashion Park be reimagined to attract business, increase residential growth, and maximize the potential for new services? Malls that continue to flourish differ significantly from those that sit vacant, and the Greater Richmond area has examples of both. To best address issues of sustainability and to ease the burden of increased land use, the revitalization and retrofitting of malls can decrease new land development and its impact on the natural environment. Utilizing existing developments that are underutilized spurs economic growth and strengthens the community’s sense of place. Malls populate a great number of localities and present an opportunity for economic growth that, with redesign, can serve as centers for services, retail, and residences.

CLIENT DESCRIPTION

The client of this plan is Richmond’s Department of Planning and Development Review, who will be represented by Matthew Ebinger, the Principal Planner for Land Use Administration Division of the Department and the Secretary to the Planning Commission for the City of Richmond. Mark A. Olinger, the immediate former Director of the Department, will serve as an advisor on the panel. Richmond’s Department of Planning and Development Review is tasked with updating and maintaining the city-wide master plan. A new master plan, Richmond 300, initially began development in 2017 and adopted in December 2020. The revitalization of Stony Point Fashion Park is a key subject of Richmond 300, so this small area plan will be working with, and building on, the visions and goals as outlined in Richmond 300.
Richmond 300 is guided by a set of topic visions with the goal of guiding how the city should physically grow over the next 20 years. For the purpose of this small area plan, each of these topic visions will be driving forces in the redevelopment and revitalization of Stony Point Fashion Park. These include:

- **High Quality Places**: Richmond is a well-designed city of communities interconnected by a network of Nodes, public facilities, and open spaces providing services to residents, businesses, and visitors.

- **Equitable Transportation**: Richmond prioritizes the movement of people over the movement of vehicles through a safe, reliable, equitable, and sustainable transportation network.

- **Diverse Economy**: Richmond is home to a variety of businesses and industries that offer opportunities for quality employment and capital investment.

- **Inclusive Housing**: Richmond is a city where all people can access quality housing choices.

- **Thriving Environment**: Richmond is a sustainable and resilient city with healthy air, clean water, and a flourishing ecosystem.

Regarding Stony Point Fashion Park specifically, Richmond 300’s vision for the area states, “In 2037 Stony Point Fashion Park is transformed from a nearly dying mall into a village-style development that has expanded its significant residential community to complement office and retail uses. The redevelopment of Stony Point Fashion Park has capitalized on its strong regional highway connections, while also providing bike, pedestrian, and transit connections to adjacent neighborhoods and the greater Richmond region.” Stony Point Fashion Park has been identified as a Regional/National Node, which the Richmond 300 plan defines as, “A center with significant cultural, entertainment, government, and business destinations as well as shopping, housing, and unique place-based attractions.” The Stony Point Fashion Park Regional/National Node as defined by Richmond 300 is depicted in Figure 1.
For the purposes of this small area plan, a New Urbanist, village-style development will be the focal point. This approach will best achieve Richmond’s distinct vision of the mall because it integrates a mixture of uses into one small area and allows a one-stop destination for residents and visitors alike to live, work, and play all within Stony Point.

Richmond’s next steps for Stony Point are outlined in Richmond 300 and are as follows:

- Rezone the Stony Point Fashion Park in alignment with the Future Land Use Plan.
- Develop a Small Area Plan with community input for the Stony Point Fashion Park that provides details on the opportunities for redevelopment and a system of public open space, greenways, and streets with improved connectivity.
- Build greenways and connect adjacent neighborhoods to the greenways.
- Expand transit service to reach Stony Point Fashion Park.
- Introduce new streets to create a gridded complete street network.
- Consider marketing this area for business creation and attraction, targeting industries such as corporate headquarters and professional services.
- Encourage the creation of housing options for low-income households mixed in with market-rate housing.
- Develop a park within the Stony Point Fashion Park area.
It is a goal of this small area plan to include all of these steps to the highest extent possible while working within time parameters and other restrictions. Specifically, steps involving community input, expansion of transit service, and the creation of a street network with increased connectivity will be given increased attention because they are the foundation for instituting a village-style development. Recommendations based on gathered community input will be offered in this small area plan. These recommendations will also rely on the results of the strengths, weaknesses, opportunities, and threats analysis.

Figure 2: Stony Point Fashion Park within Richmond City Limits
Richmond 300 also includes a conceptual map for the mall (see Figure 2). This will serve as the principal guide for the small area plan.

Figure 3: Stony Point Fashion Park Conceptual Plan for 2037

Courtesy of the City of Richmond’s Richmond 300 Plan, 2020
OUTLINE OF PLAN

There are five major components of this Stony Point Fashion Park Small Area Plan:

- **Background:** Includes the plan context, which gives the existing conditions of Stony Point including location, current land uses, and demographics. Existing knowledge of the mall includes issues that are currently being addressed in the area and the current trajectory of the mall. A theoretical framework is included in this section, which explains how the approach for this plan will be informed by applied planning theory. Village-style development will be defined.

- **Methodology:** Research questions are proposed that address the client’s needs. Sources of information includes relevant sources related to mall revitalization that are prevalent to Stony Point Fashion Park and will influence this plan. Stakeholder outreach methods will describe how community input is acquired while analytical methods will be used to analyze and evaluate the collected data.

- **Findings:** Survey results are analyzed and discussed. A strengths, weakness, opportunities and threats analysis is offered in order to streamline the client’s next steps.

- **Recommendations:** Based on the responses received from the survey, recommendations have been drawn. An implementable timeline is offered for the client.

- **Conclusion:** A reiteration of key points and a summarization of findings and recommendations.
Background

PLAN CONTEXT

Stony Point Fashion Park is located in the westernmost portion of the city of Richmond. The James River lies to the north, residential areas to its east, and the Chesterfield County border to its south and west. The Lewis G. Larus Park is to the southeast of Stony Point. The major roads within the node are Chippenham Parkway, which runs on the eastern portion of the area, and Stony Point Parkway, which circles the Fashion Park. There is open space along the northernmost portion of the node along the James River. To the south of the open space is office/medical use, to the southwest is additional office/medical use, and to the west southwest is an apartment complex.

Figure 4: Land Use in Stony Point

Courtesy of Richmond GeoHub
The Fashion Park is east of two residential complexes—Creek’s Edge at Stony Point Apartments and Creek’s Edge Town Homes at Stony Point—and an additional office/medical complex is east of the Fashion Park and across the Stony Point Parkway. South and southwest of the Fashion Park are single-family and multi-family homes. The node is located in an area zoned R-2 by the City of Richmond. Figure 3 illustrates Stony Point’s isolated position surrounded by residential uses. In this map, Commercial Use is depicted in gray, and the area southeast of the mall, the Lewis G. Larus Park, is categorized as public open space and is also in gray. The entire node is part of a Community Unit Plan which was last amended in 2015 (see Figure 6). The amendment allowed for increased density and developed definitions and development standards for the anticipated new growth within Stony Point.

Figure 5: Stony Point Existing Conditions

Courtesy of the City of Richmond’s Department of Planning and Development Review
The node presently consists of a shopping center, an office park, multi- and single-family housing units, and open space. The mall is an open-air shopping center that contains various retail locations, a movie theater, restaurants, salons, and other services like dog groomers and phone repair. There are roughly 15 available units for lease within the mall. For the purposes of this small area plan, the site boundary follows Stony Point Parkway, which encompasses the existing mall, and alongside Chippenham Parkway, as seen in Figure 2. Approximately 72 acres of vacant or underdeveloped land existed in Stony Point, or 27% of the total land area. These acres primarily consist of developed and underused parking lots that surround the mall. The Community Unit Plan (Figure 6) ordinance has rules for the mall and its businesses. Free-standing fast food restaurants, convenience stores, food courts, and auto-service facilities are prohibited within the area of the Existing Conditions Map’s Section K in Figure 4. Additionally, retailers located within Map Section K cannot open before 10:00 am and must close by 9:00 pm Monday through Saturday and 6:00 pm on Sunday. Restaurants with outdoor seating cannot stay opened past 12:00 am daily. For a complete legend of Figure 4, please see Appendix A.

Figure 6: One of several mall entrances, 2019

Courtesy of Google Maps Street View
In response to the COVID-19 pandemic that has required many businesses to close for an extended period of time and operate under restrictions to ensure the health and safety of employees and customers, several businesses in the Fashion Park have closed their doors. In the span of nine months, three businesses permanently closed their doors due to COVID-19 and the change in consumer habits, including H&M, Sur La Table, and Panera (Gilligan, 2020). Difficulties brought on by COVID-19 have accentuated the struggles that Stony Point Fashion Park has been experiencing in recent years. Additional stores that have recently left the mall include Chipotle, Dicks Sporting Goods, Victoria’s Secret, Cole Haan, and Coach. The mall’s owner, Starwood Retail Partners, defaulted on their 2014 loan, and the mall is now under control of Midland Loan Services (Gilligan, 2020). Other property owners of the Fashion Park include Dillard’s, Richmond’s Economic Development Authority, and Saks Fifth Avenue. The instability of the mall’s ownership coupled by the store closings that the mall has faced in recent years requires an analysis of the mall’s current trajectory and a new direction for future use or else the mall will face continual decline and ultimate closure.
A demographic study of the Richmond City Census Tract 701, which contains Stony Point Fashion Park (see Figure 7) reveals that residents within this area are a median age of 51.5 years, equally divided between men and women. The Census Tract has seen a population increase of approximately 1,000 residents from 2000 to 2018. Of the population that is 25 years or older, 98% have received their high school diploma, and over 60% have attained at least a bachelor’s degree. Of the 2,840 employed citizens of the Census Tract over the age of 16 in 2018, 63% worked in management, business, science, and arts; 15% in computer, engineering, and science; and 16% in office and sales occupations. In 2018, 123 households (5% of households in Census Tract 701) were below the poverty level. The average household income in 2018 in Stony Point was $94,488. By comparison, Richmond had 22% of its residents below the poverty line and the average household income was $45,117. In Stony Point, 85% of residents in 2018 were white, 12% African American, 2% were Asian, and 0.5% were two or more races. Richmond’s population in 2018 was 47% white, 47% African American, 2% Asian, and 2% two or more races. Overall, it is evident that residents of the Richmond City Census Tract 701 are primarily older, white, highly educated, and make a larger than average income.

<table>
<thead>
<tr>
<th>Census Tract 701</th>
<th>City of Richmond</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 Household Income</td>
<td>2018 Household Income</td>
</tr>
<tr>
<td>$94,488</td>
<td>$45,117</td>
</tr>
<tr>
<td>2018 Poverty</td>
<td>2018 Poverty</td>
</tr>
<tr>
<td>5%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Source: U.S. Census, 2018

<table>
<thead>
<tr>
<th>Census Tract 701</th>
<th>City of Richmond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Race</td>
<td>Percentage</td>
</tr>
<tr>
<td>White</td>
<td>85%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>12%</td>
</tr>
<tr>
<td>Asian</td>
<td>2%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>0.5%</td>
</tr>
<tr>
<td>Other</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

Source: U.S. Census, 2018
Transportation within Stony Point is predominantly by car. In 2018, 94% of residents got to work in a car, truck, or van, with 85% driving alone. 48% of residents worked outside Richmond city limits, and 67% drove more than 20 minutes to get to work. A majority of residents rely on cars for transportation to and from work, services, shopping, and recreation. There are no public transportation options that operate within walking distance to the shopping mall. The Greater Richmond Transit Company (GRTC) does not come within three walkable miles of the mall, making it impossible for bus riders to connect to the jobs, services and shopping that the mall offers. Richmond 300 proposes two new transit stops, both of which would be located in close proximity to residences (see Figure 2). The mall currently has ample sidewalks, crosswalks, and lighting to promote pedestrian safety. Creek’s Edge at Stony Point Apartments has trails connecting the complex to the mall, and connection to the single-family homes behind the complex. Chippenham Parkway, which is easily accessible from the mall, is heavily trafficked and is in regular use. According to traffic counts collected by the Virginia Department of Transportation in 2019, approximately 130,000 vehicles
travel on the Chippenham Parkway every day. There are easily accessible entrance and exit ramps for Stony Point on either direction of the parkway.

Stony Point is a wealthy, educated, and predominantly white neighborhood of Richmond. Travel is mainly by car, nearly 70% of employed residents drive 20 minutes or more to work, and about half of them are not employed within Richmond. The Fashion Park features various retailers, services, restaurants, and entertainment. 27% of the mall’s total land area is vacant land or parking lots and categorized as underutilized. Stony Point is not accessible by public transportation but is easily accessible by personal vehicles via Chippenham Parkway, which is the only way in and out of the Fashion Park. Residents have moderately easy access to the mall with the walking and biking trails that exist in the surrounding area. Utilizing demographic data to best understand who lives and works within the area will allow the small area plan to be representative and create a future for Stony Point that is accessible, vibrant, and a destination for residents and visitors alike.

VILLAGE STYLE DEVELOPMENT

The client’s vision of a village-style development is best accomplished through implementing practices of New Urbanism. It is important to outline this small area plan’s definition and the focal points of a village-style development, as this will be the key deliverable of the plan. This section will define this practice, provide study cases of urbanist villages, describe key elements, and situate Stony Point Fashion Park’s current form alongside revitalized malls.

Several sources listed in the Sources of Information section of this plan illustrate New Urbanism’s tools and their ability to accomplish village-style development, but two in particular will serve as this plan’s driving examples. These include Bohl and Cusumano’s Place Making: Developing Town Centers, Main Streets, and Urban Villages, and Dunham-Jones and Williamson’s Retrofitting Suburbia. The former provides numerous examples of urban villages (both as new developments and as converted projects), defines and outlines the characteristics of urban villages, and stresses the importance of place making when undertaking the construction of an urban village. The latter gives urban design techniques related to retrofitting, which relates directly to the redevelopment of Stony Point Fashion Park. This source also gives information on improving walkability and connectivity, which is a topic
vision of *Richmond 300*. Connectivity strengthens the sense of place of a development, and with Stony Point’s numerous surrounding neighborhoods, interconnectedness is a necessary portion of this small area plan. Figure 8 is the illustration provided by Bohl and Cusumano use to define a mixed-use urban center. A grid-style street, mix of uses, two-to five-story developments, and green space are the characteristics found in this development style.

**Figure 9: A Mixed-Use Urban Center**

![Figure 9: A Mixed-Use Urban Center](image)

*Courtesy of Place Making: Developing Town Centers, Main Streets, and Urban Villages*

**Figure 10: The Lexicon of New Urbanism**

![Figure 10: The Lexicon of New Urbanism](image)

*Courtesy of Place Making: Developing Town Centers, Main Streets, and Urban Villages*
In the Lexicon of New Urbanism, a transect tool used to describe the characteristics of places and the transition from one place to another, Stony Point Fashion Park currently exists at the suburban or general urban level (see Figure 9). Its location within suburban neighborhoods and its ten-mile distance from Richmond’s downtown make it detached from the urban center and urban core of the city. To achieve the level of urbanity that the client envisions, the Fashion Park needs to increase density in order to be classified as an urban center (see Figure 9).

Bohl and Cusumano worked in conjunction with the Urban Land Institute to characterize each of the settings given in the Lexicon of New Urbanism. Distinctive characteristics of each of these settings—like building setback, urban tree placement, and the types of open space—is the way in which everything acts to reinforce the essential character that makes each of these zones a distinctive place (Bohl and Cusumano, 2008). An urban village contains multiple blocks; taller, mixed-use buildings that are built close together and are set close to the sidewalk; grid-style streets; and formal squares with green spaces.

Redmond Town Center in Redmond, Washington, is a combination of land uses, including a cinema, shopping center, office campus, two hotels, and multi-family housing. The project includes a plaza and is an extension of existing street grids, providing strong interconnectivity to the surrounding city. The implementation of a gridded street system created a sense of place at Redmond that visitors sought before the town center’s revitalization. Stony Point Fashion Park has similar existing uses but lacks the connection that street grids provide. Green space is a goal of Stony Point Fashion Park, as is mixed-use that would bring residences into the Fashion Park. A green space creates an informal community space that citizens find desirable. This furthers the topic vision of high-quality places set forth by Richmond 300.

Westglen Town Center in Des Moines, Iowa; Prescott Valley Town Center in Prescott Valley, Arizona; and the Lowry Town Center in Denver, Colorado are all town centers surrounded by residential areas that incorporate street gridding, multi-story and mixed-use buildings, and are all anchored by a grocery store in the center of the development rather than on a busy adjacent road. Having a grocery store at the heart of the development to strengthen aesthetic appeal and better serve the
community is a tactic that could be utilized at the Fashion Park. This placement encourages walkability and the development of other surrounding uses. Grocery stores create an appeal to other businesses to piggy-back off of the anchoring store and encourage a mix of businesses.

Apartment buildings also serve as a key element in a town center. The mix of high-density multi-family housing and retail and other uses has become an increasingly popular style of development. These pedestrian- and transit-oriented housing units create prime rental space for retail, restaurants, and other services. Uptown Square in Denver, Colorado and Roosevelt Square in Phoenix, Arizona are situated on grid-style streets with retail and restaurants on the first floor. For Stony Point Fashion Park to appeal to potential residents as Uptown Square and Roosevelt Square do, important needs like transportation, green space, and connectivity need to be properly confronted and addressed.

Elements from the several examples given above that need to be addressed in the small area plan include a gridded street system, a mix of uses, and green space. There is an ease of circulation for pedestrians and cars within these mentioned developments, and recreation is accessible and encouraged by plazas and green spaces. Stony Point Fashion Park can implement these elements within its own redevelopment to create a sense of place, strengthen retail components, and serve the city’s increasing density. A reliable transit system needs to be in place that encourages citizens to use the Fashion Park as a one-stop destination for every need. Creating a marketable village-style development that is attractive to businesses and residents with reliable transit is a goal of the small area plan.

The images of the town centers and developments on the following page will be used as examples for the small area plan’s delivery of recommendations of the Fashion Park. They will also be utilized in the visual preference survey given in online surveys which will be explained in the Stakeholder Outreach Methods section.
Redmond Town Center in Redmond, Washington, 2017

Westglen Town Center in Des Moines, Iowa, 2018

Prescott Valley, Arizona, 2017

Lowry Town Center in Denver, Colorado, 2015

Uptown Square in Denver, Colorado, 2016

Roosevelt Square in Phoenix, Arizona, 2019

Courtesy of Seattle Refined

Courtesy of Westglen Town Center

Courtesy of Visit Prescott Valley

Courtesy of Rogue Development

Courtesy of Uptown Square Living

Courtesy of Roosevelt Square Apartments
EXISTING KNOWLEDGE

Despite the Fashion Park experiencing a decrease in business, the greater Stony Point area has seen several new businesses in the recent years. Restaurants and grocery stores have begun to view the greater Stony Point area as a worthy and exciting location for new storefronts, business development, and new residences. However, as outlined in the Plan Context section, the Fashion Park is geographically locked by the Chippenham Parkway and surrounding residences and offices. So, even though new businesses are coming to Stony Point, they aren’t coming to the Fashion Park. Chain businesses like the grocery store Trader Joe’s and smaller local chains like Gelati Celesti have opted to locate in the nearby Stony Point Shopping Center. There is a lack of appeal for potential new businesses that is keeping the Fashion Park from the economic growth that is occurring in the greater Stony Point area.

Nearby in Chesterfield, located on Midlothian Turnpike at the border of the City of Richmond is the Stonebridge Shopping Center. It hosts a Kroger Shopping Center—the largest single-store investment in the company’s history—and a total of 400,000 square feet of commercial space with 600 residential units on 83 acres (See Figure 10). The shopping center is populated by restaurants, services, and retailers, and has four multi-family residential buildings. This development is the product of the demolition and reconstruction of the Cloverleaf Mall. The mall closed in 2008 after opening in 1972 and served as the greater-Richmond area’s largest indoor shopping area (Bruno, 2011).

However, a residential boom south and west of the mall attracted developers and businesses away from the mall and its surrounding area (Bruno, 2011). Chesterfield County’s Economic Development Authority paid $16 million for the property after it sat vacant for several years (Bruno, 2011). The mall was then demolished and redeveloped, and it now boasts the highest traffic counts in the Richmond Metropolitan Statistical Area of 120,000 cars entering the center a day (Crosland Southeast). Although Stony Point has not reached the point of closure, if it continues at its current trajectory, it may be forced to close. The City of Richmond can use the Stonebridge Shopping Center as a guide for its redevelopment of the Fashion Park, despite it being a smaller development. However, Stonebridge
has a more Euclidean style of planning with the residences being in separate buildings and congregate in the same area. This small area plan will propose a mix of uses to ease the need for additional construction of separated residences.

Figure 11: Stonebridge Shopping Center, 2020

The Pennsylvania Horticultural Society’s “Philadelphia Green” program has redeveloped thousands of vacant lots into pocket parks and community gardens, which has in turn increased home values in surrounding neighborhoods by as much as 30% (Jones & Williamson, 2011). The program also found that those living near these newly greened lots experienced a decrease in feelings of depression, and the city saw a decrease in gun violence in these areas (Jones & Williamson, 2011). Richmond 300 has a goal of having 100% of Richmonders within a 10-minute walk of a park, and greening Stony Point will achieve this goal and also increase quality of life for citizens by creating a thriving, equitable, and high-quality environment. Using this knowledge of successful re-greening of the built environment can help Richmond in their next step of creating new greenways in the Stony Point Fashion Park area.

In Stony Point Fashion Park’s current state, there are no green spaces. The Lewis G. Larus Park is an approximately two-mile walk from the Fashion Park. Extension of existing trails and the possible growth of the park boundaries into the redevelopment will be considered in the small area plan.
Methodology

RESEARCH QUESTIONS

The research questions seek to solve the problems of Stony Point Fashion Park while addressing its unique characteristics and opportunities and constraints. Public input and knowledge gathered from academic and technical literature will be combined in order to revitalize the Fashion Park and spur economic development. The public input is a vital portion of knowledge because they are being directly impacted by this plan. Inclusion of the public’s voice builds a sense of trust between the City and the citizens, and with the public’s support, the plan is more likely to be successful. Also, these community members spend a great deal of time within the area. They understand its workings better than a planner or researcher could without their help. Public input is one of Richmond’s next steps for the Fashion Park and incorporating surveys into this plan will fulfill that step. Scholarly research and literature on the topic of mall retrofitting and revitalization will play a key role in serving as the plan’s theoretical framework and sources of information. This will validate the actions of the small area plan and transform it into a working piece of comprehensive planning. Using the findings of previous mall
revitalizations can ensure that Stony Point Fashion Park will have a stronger likelihood of rejuvenation and expedite the ability for future growth.

The research questions are as follows:

- How can Stony Point Fashion Park be reimagined to attract business, increase residential growth, and maximize the potential for new services?
- How can the strengths of the New Urbanist approach to design be implemented in Stony Point Fashion Park to provide citizens with the ability to live, work, and play all within the same area?
- What is the Fashion Park currently lacking? What can change over the span of five, ten, and fifteen years to rewrite the current trajectory of the mall?

**SOURCES OF INFORMATION**

As outlined in the Client Description portion of this plan, the best way to achieve the client’s vision of the mall transforming into a village-style development is by utilizing New Urbanism techniques. This approach heavily incorporates mixed-use, transit-oriented development, and placemaking into its plans. The Client Description section of this plan also includes the client’s desired next steps for the area, several of which include aspects of New Urbanism, including complete streets, multiple housing options, an expansion of transit services, and the connection of neighborhoods to newly created greenways. Shopping centers in urban areas strengthen the neighborhood with its mix of uses and seamlessly blend into the neighborhood with their street connectivity (Jones & Williams, 2011).

Principles of new urbanism include diversity, equity, community, connectivity, and the importance of civic and open space (Talen, 2005). These principles are all in line with what Richmond envisions for the future of the city. Therefore, sources of information related to New Urbanism were prioritized during the literature review process.

Ellen Dunham-Jones’ and June Williamson’s book, *Retrofitting Suburbia*, provides useful insights for this project from a New Urbanist perspective and serves as a foundational reference for this plan. The book contains urban design solutions, numerous examples of successful retrofitting, and information
on improving walkability and interconnectivity, which are key factors in the success of the small area plan. The many case studies discussed in their work help to articulate a set of best practices for the project.

Charles Bohl and Gary Cusumano examine the recent explosion of interest in and experimentation with the creation of new urban villages in their book, *Place Making: Developing Town Centers, Main Streets, and Urban Villages*. These new projects are a conglomeration of new terms and ideas coupled with traditional types of places that have a wide appeal. The authors state that two characteristics must be taken into account before the project begins: the project’s position and performance as a commercial center and the characteristics of the design. Stony Point Fashion Park’s desired redevelopment of village-style would be categorized by this book as a mixed-use urban center, which is composed of “two-to five-story buildings with retail at street level and commercial and residential uses above. The alignment of storefronts forms a continuous street wall, and open space takes the form of streets, squares, greens, and plazas.” The book continues to explain the form of these mixed-use developments, stating “This mix of uses is arranged in high-density pockets of development characterized by small urban public places and traditional urban streetscapes, with retail on the ground floor and offices and residences above.” The authors collaborate with the Urban Land Institute to create best practices for the redevelopment of shopping centers into a mixed-use urban center.

Along with the works of Dunham-Jones and Williamson and Bohl and Cusumano, additional sources related to New Urbanism and mall revitalization were utilized to create an informed and academically valid plan.

Developing a historical context of the American mall was a necessary step in the creation of this plan. Understanding the life cycle of the mall and placing the Fashion Park and its surrounding area into this context creates a stronger comprehension of the cultural magnitude malls have on the American life. Another aspect of this relationship that needs addressing is how online shopping has altered the trajectory of malls. The convenience that online shopping allows has decreased the demand of malls.
Vicki Howard’s book, *From Main Street to Mall: The Rise and Fall of the American Department Store*, was referenced as the historical source.

F.D. Moccia’s *Shopping Mall Crisis and A New Perspective in The Framework of The Polycentric Multiuse Metropolitan Model* calls for strategies of change for shopping malls with the objective of sustainable urban development. The author outlines two critical issues that retrofitting needs to address: individual development is weakening social life and cohesion, and the consumption of natural resources is far higher than whatever ecosphere may supply to human needs. It is important to note that this article pertains to Italy, which faces higher densities and a higher demand for housing. However, Stony Point still benefits from this resource because it focuses on the sustainability aspects of New Urbanism.

The impact that cities have on the natural environment is undeniable, and M. Hebbert and V. Jankovic’s *Cities and Climate Change: The Precedents and Why They Matter*, gives an account of how planning so crucially impacts climate change. They state that “In order for planners to achieve goals and visions related to climate change, there must be a conscious effort to delink high living standards and high quality of life from high consumption and high greenhouse gas development (Hebbert & Jankovic, 2013).” New Urbanism heavily decreases the need for every person to have their own personal car because it links all services and destinations with residential areas. This piece explains how planning cities with New Urbanism tactics can attract and maintain populations and bolster public transportation, thus decreasing pollution and consumption. Best practices are introduced for revitalization efforts to incorporate transit-oriented development to lessen the need of cars.

In order to create a plan that can achieve sustainability, equity, and accessibility, a critique of the New Urbanism approach was utilized as a source of information. Despite the many good intentions of New Urbanism, there are shortcomings, some being avoidable. Dan Trudeau’s *New Urbanism as Sustainable Development?* provides a scholarly and researched critique on the approach. Knowing the possible negative outcomes of this approach can in turn prevent these outcomes from eventually occurring in the Fashion Park through mitigation efforts.
The information gathered from these various sources make a case for the development of a village-style development using New Urbanist techniques which include mixed-use buildings, gridded streets, green spaces, and a higher density than currently exists at the Fashion Park. An increase in density would attract more businesses and services. Particularly, Bohl and Cusamano’s research into the explosion of interest into mixed-use village style developments highlights the need for higher density developments, particularly in cities like Richmond. Dunham-Jones and Williamson provide eleven tactics to use to transform suburban places, which include building on greyfields (parking lots), providing a diversity of uses, optimizing urban form for mobility, and creating walkable block sizes. These tactics will be evident throughout the recommendations.

STAKEHOLDER OUTREACH METHODS

COVID-19 has greatly changed the way outreach is conducted. In order to properly follow health mandates and protocols, many people have changed their habits and no longer spend the same amount of time in Stony Point Fashion Park as they once did. This not only affects economic development, but also field observations, interviews, and surveys. Findings may not be entirely representative because of pandemic-related changes to normalcy that every person has had to make. In order to keep the safety of the community as a priority, all stakeholder outreach methods will be conducted using social distancing protocols and appropriate facial coverings. It is acknowledged that the findings of the outreach conducted during the pandemic may look differently than if there were no health and safety regulations in place.

For this survey to be successful, it must be easy to comprehend, answer, and navigate. There was a limit on open-ended questions and the number of questions was not too high. Questions with answers that are yes/no, true/false, or that have three or four distinctly different options ensure that survey takers are able to clearly and honestly respond. The responses to the survey will determine the recommendations to include features and design that the community wants from the Fashion Park. Survey responses form the basis of the recommendations, and also provide information for the strengths, weaknesses, opportunities, and threats analysis.
Survey questions were grouped into three categories:

- Demographics
- Usage of the mall and thoughts on its current form
- The future of Stony Point Fashion Park

Questions that appeared on the survey include:

- Do you live, work, or shop in the Stony Point Fashion Park area?
- Are you satisfied with the mall’s current stores? Restaurants? What’s missing?
- If affordable housing were available, would you live closer to the mall? Would you if it had more services, retailers, or restaurants available?
- Where do you shop most frequently?
- How often do you visit Stony Point Fashion Park? Before today, when was the last time you visited?

The questions asked on the survey are not limited to this list. There were also questions regarding demographics, as well as answers for those that prefer not to respond. The survey was generated online, and completion of the survey required internet access.

In-person interviews were determined to be unsafe, and results would have been too skewed and unreliable to be analyzed and influence the recommendations. At the time of this plan’s creation, the COVID-19 pandemic required people to limit trips to necessity only, meaning that visits to the Fashion Park greatly decreased. Due to public health concerns arising from the pandemic, in-person interviews were replaced with a stronger focus on the online survey.

A visual preference portion was included in online surveys. These visuals included images of existing village-style developments, traditional shopping mall developments, and multi-story shopping centers. The respondent was then asked what they liked about the image they chose. The purpose of
the visual preference survey is to get a sense of the direction that citizens would like to see Stony Point move towards and implement the key features that were evident in the urban village images.

Findings

The online survey was open from January 28th to February 16th, 2021. There were 254 responses collected in that 19-day period. The survey was spread through social media, neighborhood associations, Richmond newsletters, and was also sent to local economic development reporters. The survey questions and responses are detailed on the following pages. Questions were either multiple choice or multiple selection, based on the context of the question. The following paragraphs give an analytical background to survey questions and discuss responses that were especially telling of what the Richmond region wants from the Stony Point Fashion Park.

Questions 1-5 asked of the respondent’s demographics. Overall, respondents were white and highly educated. Fifty percent of respondents were between the ages of 18-35, which is a great representation of youngerRichmonders. Eighty five percent of respondents were white, which is representative of Census Tract 701 (which contains the Stony Point Fashion Park) and is 85% white. Although survey turnout wasn’t very diverse, the high response rate of younger generations is positive and gives the client insight into what young people envision as the future of Richmond.
Questions 6-8 asked the respondent how often they visited the Fashion Park, the date of their last visit, and what activities and uses brought them to the Fashion Park. Seventy percent shop, 7.1% live, 3.2% work, and 26.2% never go to Stony Point. Sixty percent of respondents visit the Fashion Park once or twice to a few times a year, and 19% visit once every three months. Fifty three percent of respondents have been to the mall in the past month to several months. These responses show that the mall is still in frequent use and is seen as a viable option by the public. That number can surely increase, but it’s positive to have results showing that the Fashion Park isn’t completely forgotten.

Do you live, work, or shop in the Stony Point Fashion Park area? Check all that apply.

252 responses

- Live: 18 (7.1%)
- Work: 8 (3.2%)
- Shop: 178 (70.6%)
- I never go to the Stony Point Fashion P...: 66 (26.2%)
Questions 9-13 asked the respondent’s satisfaction of the mall’s current offerings, what they would like to see from the mall, shopping habits, and housing preferences. These questions revealed that respondents are dissatisfied with the mall—69.3% of respondents said that they’re unhappy with the mall’s current offerings. Restaurants and retail were the highest desired categories, followed by specialty shops. Respondents also shared that they would like to see more affordable options, as well as housing, more people, a sense of community, and pedestrian access to surrounding neighborhoods. These last responses were especially interesting because they show that people want more than just a shopping mall, rather they would like a community space that allows connections, encourages people watching, and the freedom of movement. One respondent shared that the mall was missing “A sense of real community.” These responses will inform the plan’s recommendations and show that redevelopment of the Fashion Park into a mixed-use development is a desire of the region. Question 12 asked about shopping habits. This question had positive results because it revealed that a majority of people still shop in physical stores, with only 18 respondents exclusively shopping online. A strong anchor store like a Marshalls or Target would provide an affordable and popular option for the community and were specifically recommended by some respondents. Ninety respondents would like to see a grocery store in the Fashion Park, 152 would like green space, 118 wanted better street connectivity, and 146 wanted more restaurant options. Of course, the answer isn’t to simply bring in more businesses, and confronting other issues, like connectivity, need to be addressed first. This will be a recommendation in the plan.
Stony Point Fashion Park Small Area Plan

If housing that was affordable to you was available in the Stony Point Fashion Park area, would you live there?

250 responses

Question 14 asked about form. Seventy five percent of respondents would like to see little to restricted car access within the Fashion Park in order to promote walkability. Seventy five percent would like to see multi-level developments. Ten percent do not want to see any change in the mall’s form. Ninety five percent see themselves spending more time at the Fashion Park if there were more services, green space, easier access, and housing options. It’s important to note that the two most popular visual preferences selected also included green space. One respondent suggested a pavilion area in the Fashion Park.

The last question allowed for respondents to share anything that the survey questions failed to address. There were very detailed responses and recommendations received. It’s clear that
respondents do not want to see the Fashion Park wasted. A desire for community was repeatedly shared, and that can only be achieved with more than just retail and restaurants. There’s a distinct need for increased connectivity for vehicles, pedestrians, and cyclists. The number of respondents that still regularly visit and rely on physical storefronts shows that there is still a need for shopping options at Stony Point Fashion Park. With Richmond’s forecasted population growth, Stony Point could be marketed as a less dense, well-connected, nature-oriented neighborhood of the city that would keep citizens within city limits while providing all their basic needs with amenities available at the redeveloped Fashion Park.

For the complete survey and responses, please see Appendix B.

STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS ANALYSIS

Findings from the survey provided detailed information on aspects of the Stony Point Fashion Park Area identified by the community. These responses have been categorized in order to inform the client to take the appropriate next steps in the revitalization of the Fashion Park. Recommendations will combine strengths and opportunities to reimagine weaknesses and address and solve threats.

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
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<tr>
<td>Central location</td>
<td>Poor connectivity</td>
<td>Great connection to natural areas</td>
<td>Online shopping</td>
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<tr>
<td>Widely known</td>
<td>Lack of green space</td>
<td>Geographic location is ideal for a central hub for the neighborhood</td>
<td>No access for public transportation shrinks market</td>
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<tr>
<td>Large site</td>
<td>Decreasing shopping options</td>
<td>Room for housing and attractive anchor shops</td>
<td>Businesses leaving at a high rate requires action now</td>
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</table>
Recommendations

Increase connectivity to the Fashion Park.

The community wants ease of access by car, foot, and bicycle. Right now, the Fashion Park is locked in and inaccessible by means other than vehicles. There is only one way in and out of the Fashion Park by the Chippenham Parkway. The Fashion Park’s prime location between the Chippenham Parkway and Stony Point Road, surrounded by offices, a public park, and residences, creates the prime location for a mixed-use, village-style development. However, this vision cannot be achieved without increased access points linking the Fashion Park with surrounding roads and paths. Improved access to the Fashion Park will attract and promote new businesses and encourage increased and new usage from those who rarely or never visit the Fashion Park. The map illustrates potential access points and a new adjoining road to connect Stony Point Fashion Park to Stony Point Road. The Plan Context portion states that approximately 130,000 vehicles travel on the Chippenham Parkway every day. Increased connectivity would attract these travelers to shop, live, and enjoy the Fashion Park area.
Create green spaces.

Richmond 300 created a goal of having 100% of Richmonders live within a ten-minute walk of a park. Newly created green spaces within the Fashion Park would benefit those living in the new residences within the Fashion Park and would also be accessible to existing residential areas. Approximately 72 acres of vacant or underdeveloped land existed in Stony Point, or 27% of the total land area. These acres primarily consist of developed and underused parking lots that surround the mall. Green spaces surrounding the Fashion Park would assist in place making and expand the appeal to and from Lewis G. Larus Park. These green spaces could include focal pieces like a pavilion, plaza, or play structures that could act as a connector between the Fashion Park and residences and the nearby existing park. These green spaces should not be limited to the perimeter parking lots but should be incorporated throughout the Fashion Park. This will attract people into the Fashion Park and expose them to retail and service offerings.
Incorporate upper-level housing into the Fashion Park.

Stony Point Fashion Park has been identified as a Regional/National Node, which *Richmond 300* defines as, “A center with significant cultural, entertainment, government, and business destinations as well as shopping, housing, and unique place-based attractions.” To become a strong regional node, the Fashion Park needs to incorporate housing options into the area that are directly associated with the Fashion Park. As discussed in the Background section of this plan, there are currently two residential complexes within the Fashion Park area. There is great opportunity for the Fashion Park to grow vertically, and with the addition of increased access and green space, the Fashion Park will be an attractive and exciting place to live. To achieve goals of place making, these upper-level residences should complement the elements of nature that surround the Fashion Park to create an inviting and livable space.
Establish a sense of place at the Fashion Park.

*Richmond 300* has a goal of high-quality places—a well-designed city of communities interconnected by a network of Nodes, public facilities, and open spaces providing services to residents, businesses, and visitors. Creating a strong sense of place in the Stony Point Fashion Park would achieve this goal of the City. Stony Point Fashion Park is surrounded by medical offices, residences, and a park. This community needs a center point or hub that connects all its features, serves various needs, and keeps people coming back. Creating a central hub that caters to daily needs and allows for both formal and informal social gatherings will strengthen the Stony Point Fashion Park area and the various surrounding uses. Community events that can be held in the Fashion Park vary and could include a food truck festival and other festivals, small scale concerts, a farmer’s market, and other events like a 5K fundraising race or a car show. These are all events that could take place with the Fashion Park’s current form. With the introduction of more green space to replace the abundance of parking lots, public furniture, a pavilion, and water features for recreation would create a memorable space.
Generating early interest in the revitalization of the Fashion Park will keep the mall from failing. Knowing that there is projected growth will make the Fashion Park attractive to prospective businesses that could occupy the mall. Patrons and neighbors of the Fashion Park will notice early changes and marketing which will create a curiosity and vested interest into the revitalization. This will create a revitalization process that is involved and thoroughly engaged with its stakeholders—the surrounding community. Early marketing efforts followed by increased connectivity will allow for manageable growth. Creating a space for formal and informal gatherings will make the Fashion Park a sought-after space. Later construction and housing and offices will time perfectly with the growth of interest into the area, making these spaces highly marketable.
Conclusion

The Stony Point Fashion Park Small Area Plan explores revitalization opportunities that will keep the mall from facing the same fate as many other malls in America—complete closure and abandonment. The Fashion Park’s ideal geographic location with access to a major roadway and encompassing residences, offices, and a 100-acre park creates the unique opportunity of becoming a self-sustaining community center with shopping, services, residences, and green spaces. The Fashion Park has every ability to serve the growing population as projected in Richmond 300 if revitalization occurs. A successful revitalization requires Richmond to be actively engaged in the repositioning of the mall. This would include sponsoring a design charrette, creating public forums for continual community input, and canvassing in the form of personal interactions at the recommended placemaking events at the Fashion Park to gain better insight into the desires of the community.

The online survey revealed that Fashion Park patrons and those living within the Richmond region would like to see the mall have more access for cars and pedestrians, green space, and vertical growth with housing and office options above the Fashion Park. These are all components of New Urbanism, which promotes higher-density and mixed-use revitalization. Components of New Urbanism were researched and incorporated into the proposed recommendations which would allow for the Fashion Park to pivot into a new role as a self-sustained village-style development.

Community engagement throughout the implementation process is vital because of the proximity to residences and the requirement of cohesiveness. Survey results reflected the concerns of some neighbors that the Fashion Park would encroach into residential areas. Creating a relationship between neighbors and the City would foster open communication and allow for continual community input that would help guide the City towards successful implementation. The creation of this community center would benefit the nearby residences with more shopping, services, and green spaces, and would also attract new residences, businesses, and community engagement opportunities into the Fashion Park. Creating interest in the revitalization process early on through marketing efforts and placemaking events would sustain engagement and usage of the Fashion Park throughout the revitalization process.
References


Gorman, S. (2020, September 06). Stonebridge development is helping to revitalize part of Midlothian Turnpike in Chesterfield; hotel and conference center still planned.


U.S. Census Bureau (2018). *Age and Sex*.
U.S. Census Bureau (2018). *Occupation by Sex for the Civilian Employed Population 16 Years and Over*.
U.S. Census Bureau (2000). *General Demographics*.
U.S. Census Bureau (2018). *Commuting Characteristics by Sex*. 
### Appendix A

Complete Legend of Figure 4

<table>
<thead>
<tr>
<th>Map Section</th>
<th>Approximate Area (Acres)</th>
<th>Use</th>
<th>Maximum Development</th>
<th>Maximum Density</th>
<th>Minimum Gross Open Space</th>
<th>Minimum Livability Space</th>
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<td></td>
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Courtesy of the City of Richmond’s Department of Planning and Development Review
Appendix B

Complete list of survey questions. Each survey response is followed by respondent total.

1. In what county do you live?
   a. Chesterfield County: 127
   b. Richmond City: 80
   c. Henrico County: 26
   d. Hanover County: 12
   e. Goochland County: 2
   f. Powhatan County: 2
   g. Colonial Heights: 2
2. What is your age?
   a. Younger than 18: 8
   b. 18-26: 95
   c. 27-35: 32
   d. 36-44: 34
   e. 45-53: 42
   f. 54-62: 34
   g. 63+: 8
3. What is your gender?
   a. Female: 187
   b. Male: 61
   c. Non-binary: 3
   d. I prefer not to say: 2
4. How do you describe your ethnicity?
   a. White: 217
   b. Black or African American: 19
   c. Asian: 5
   d. I prefer not to say: 3
   e. Native American or Alaskan Native: 1
   f. Native Hawaiian or Other Pacific Islander: 1
   g. Black and Latino: 1
5. What is your education level?
   a. No formal education: 2
   b. High school diploma: 22
   c. Vocational training: 5
   d. Associate degree: 17
   e. Bachelor’s degree: 112
   f. Master’s degree: 74
   g. Doctorate: 8
   h. Professional degree: 10
   i. I prefer not to say: 3
6. Do you live, work, or shop in the Stony Point Fashion Park area? (Check all that apply)
a. Live, work, shop: 1  
b. Live and shop: 10  
c. Work and shop: 2  
d. Live: 7  
e. Work: 3  
f. Shop: 163  
g. I never go to the Stony Point Fashion Park Area: 62

7. How often do you visit Stony Point Fashion Park?  
a. Once or twice a year: 151  
b. Once every three months: 48  
c. Never: 41  
d. A few times a month: 10  
e. A few times a week: 2

8. In the past year, when was the last time you visited Stony Point Fashion Park?  
a. I haven’t been to the Fashion Park in the past year: 104  
b. Several months ago: 65  
c. In the past month: 38  
d. Three or four months ago: 29  
e. I have never been: 17

9. Are you satisfied with the mall’s current offerings?  
a. Yes: 36  
b. No: 174  
c. I never go to Stony Point Fashion Park: 41

10. If you consider yourself unsatisfied with the mall’s current offerings, what’s missing? (check all that apply)  
a. Restaurants: 114  
b. Retail: 139  
c. Services (tailor, cleaners, watch repair, etc.): 29  
d. Specialty shops (bookstore, hobby store, art shop, etc.): 107  
e. Room to play with kids, dogs, or friends: 31  
f. I am completely satisfied with the mall’s current offerings: 9  
g. There were several open-ended responses sharing the desire for more affordable retail options. Also, there were a few responses that mentioned an increase in community—people, housing, pedestrian connections to surrounding neighborhoods, and “a sense of real community, not a mall.” Also, 38 respondents left this question blank. This may be attributed to a lack of knowledge of the mall’s current offerings.

11. If housing that was affordable to you was available in the Stony Point Fashion Park area, would you live there?  
a. Yes: 40  
b. No: 120  
c. Maybe: 90

12. Where do you frequently shop for goods other than groceries? (Check all that apply)  
a. Online: 178  
b. Stores like Target, Tjmaxx, Kohls, or Walmart: 204  
c. Short Pump Town Center: 99
d. Another mall: 33
e. Another option not listed here: 31

13. If Stony Point Fashion Park were to be reimagined, what would you like to see? (Check all that apply)
   a. Better street connectivity (throughout the fashion park and to other major roads like Stony Point Road and Huguenot Road): 118
   b. Bus stops: 49
   c. Grocery store: 94
   d. Green space: 152
   e. Increased pedestrian and bicycle access: 86
   f. More restaurants: 146
   g. This question also received responses sharing a desire for more affordable options, housing, more kid-friendly areas, places to spend time with friends, a gym, a pavilion area, and mini-golf.

14. Which of these pictures do you find MOST appealing? (Answer description was provided with the picture)
   a. Mixed use, restricted car access with a pedestrian focus, second story apartments or offices: 119
      ![Image 1]
   b. Mixed use, little car access, focus on green space, multi-level apartments and offices: 71
      ![Image 2]
15. If Stony Point Fashion Park were to undergo a change in form that allowed for more services, green space, access for cars and pedestrians, and apartments, would you spend more time at the Fashion Park?
   a. Yes: 133
   b. No: 14
   c. Maybe: 107

16. Open response for respondents to address anything unmet by survey questions
   a. I would love to see Stony Point Fashion Park transformed into an innovative new mixed-use community that offers great connections to natural areas like the James River and Laurus Park. The important thing would be to blend it into the surrounding community - right now it is completely isolated and there are major barriers like Chippenham Parkway to deal with. The Bon Air area is getting pretty popular with millennials buying homes, too, so better connections there are crucial. I think what could make this area special is to serve the market of people who want a quieter atmosphere than the more urban areas of the city, and easy connections to natural areas and greenways/walking trails, but who still want to be close to the city’s amenities. So priorities should be on creating great natural spaces but good urban design as well. This could be a great place to have people-oriented neighborhood streets with really slow traffic, wooners, raised crosswalks, etc., since there wouldn't be lots of cross traffic, form-based codes to allow for diverse mixed uses, that can develop over time (developers have a hard time building greenfield mixed-use developments because it is hard to get retail/commercial in before the residential is built out).
b. I think Stony Point misses the mark by failing to broadly appeal to more than one demographic. As a native Richmonder, Stony Point always catered to the wealthy and I never felt a reason to shop there because I didn’t have interest in purchasing luxury items. It wasn’t a regular mall, or an easily accessible place to hang out and the crowd reflected that. Now retailers are vacating, and it just seems barren, and even the restaurant options aren’t enough to make the drive.

c. The mall is like an island. The parking lot needs to be filled with non-retail services as does the mall. people don’t need to physically shop anymore but they still need community interaction and things to do. On a personal note, connecting to Stony Point Road would be harmful to the lone established neighborhoods, particularly as it turns to Evansway.

d. Impact to adjacent property owners not addressed. Many of us have lived here our entire lives and do not wish development to impact and devalue our property.

e. I think connecting it directly to Hugenot is a bad idea. I think it will be disruptive to the single-family homes near the Pony Pasture.

f. Recreational and public gathering spaces are important

g. it used to be a nice place to shop and have a meal- now everything is closing. I go to the medical offices for care and would head over there to browse but not much there now

h. The current stores are too high end/niche. I only shop there for specialty items around the holidays/for birthday gifts. I do not consider it a place that has what I need for daily living.

i. There are several offices and medical clinics near Stony Point but to get to the mall, one has to drive. It is not just adding sidewalks but it must be inviting to walk towards the destination.

j. In reimagining, stony Point should include some other destination use that is reasonably unique to the region. For example. an ice rink (think Ballston town center) or an entertainment venue (cinema, playhouse), or even a go cart track.