

Priority Growth Area

Stony Point Fashion Park

Vision

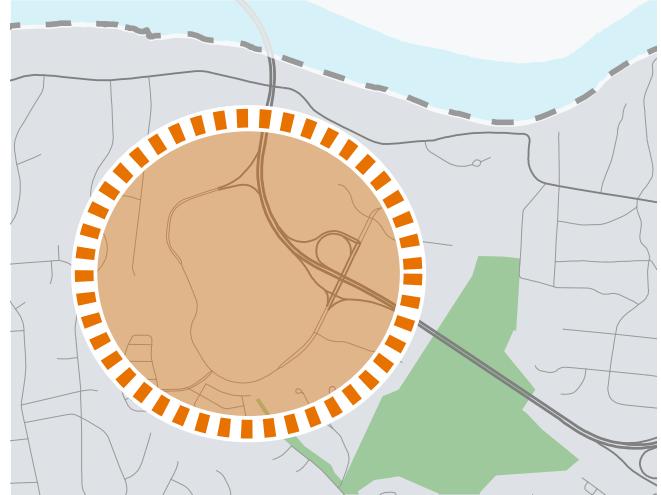
In 2037 Stony Point Fashion Park is transformed from a nearly dying mall into a village-style development that has expanded its significant residential community to complement office and retail uses. The redevelopment of Stony Point Fashion Park has capitalized on its strong regional highway connections, while also providing bike, pedestrian, and transit connections to adjacent neighborhoods and the greater Richmond region.

Growth Potential: High

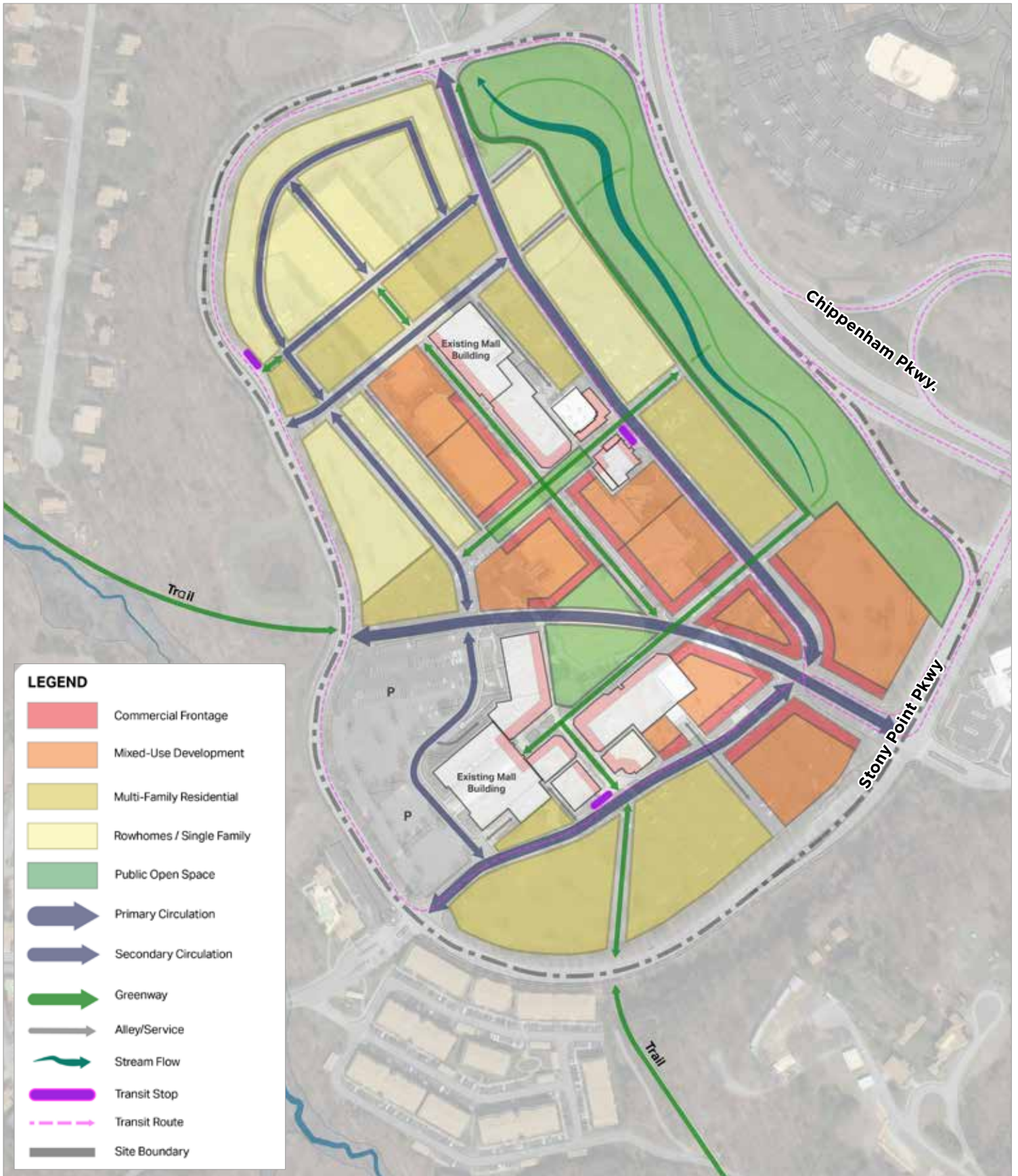
In 2019 there were approximately 72 acres of vacant/underdeveloped land in Stony Point Fashion Park — representing 27% of the Stony Point Fashion Park's total land area.

Primary Next Steps

- Rezone the Stony Point Fashion Park in alignment with the Future Land Use Plan (Goal 1)
- 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 improve connectivity (Goal 1)
- Build greenways and connect adjacent neighborhoods to the greenways (Goal 8)
- Expand transit service to reach Stony Point Fashion Park (Goal 8)
- Introduce new streets to create a gridded complete street network (Goal 9)
- Consider marketing this area for business creation and attraction, targeting industries such as corporate headquarters and professional services (Goal 11)
- Encourage the creation of housing options for low-income households mixed in with market-rate housing (Goal 14)
- Develop a park within the Stony Point Fashion Park area (Goal 17)



Stony Point Fashion Park — Regional/National Node



Stony Point Fashion Park Conceptual Plan

The Shopping Mall is transformed into a village-style community that expands existing residential options and provides office and retail space.