

# STONY POINT

## FASHION PARK

Richmond, Virginia





# Location

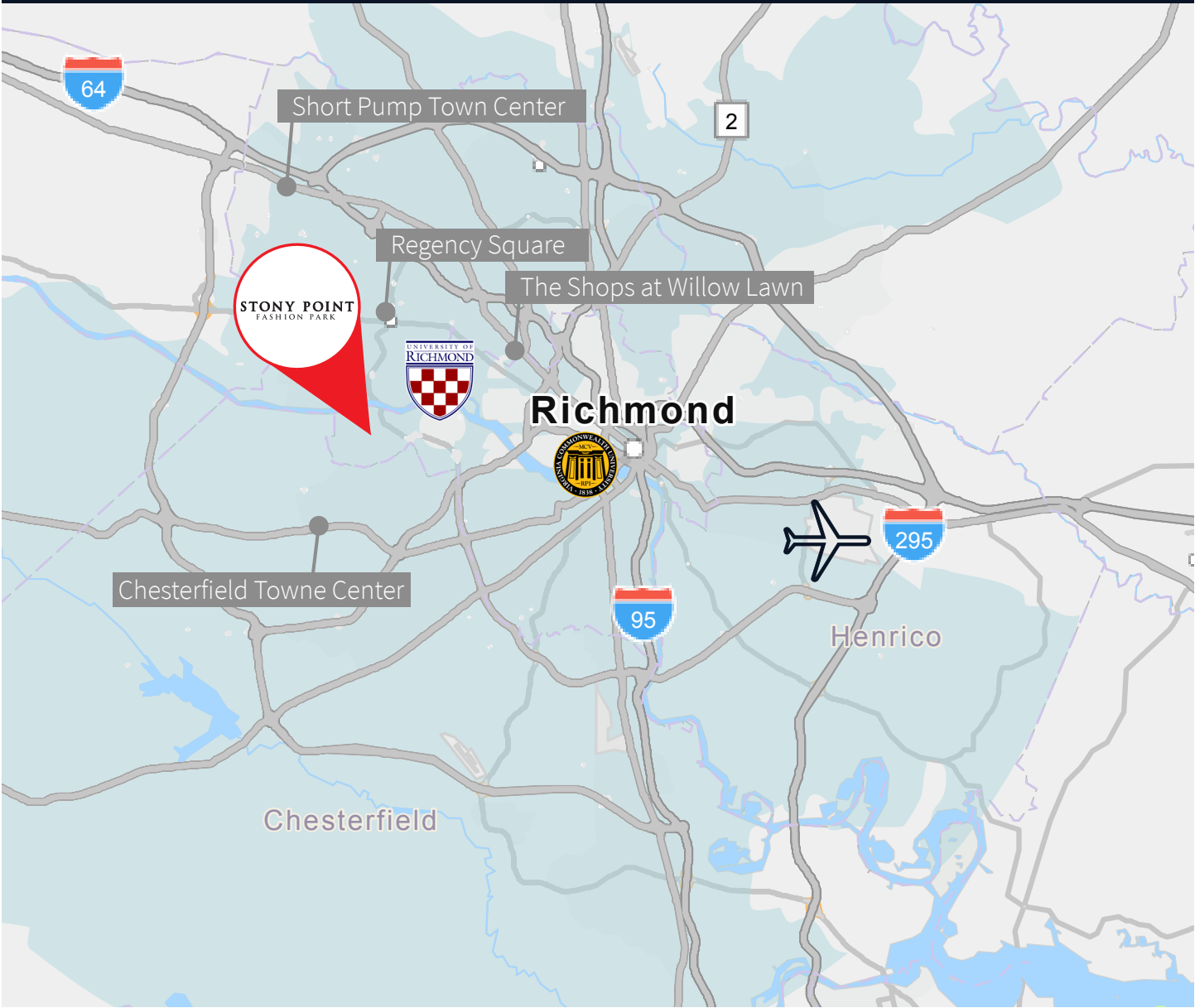
Stony Point Fashion Park is an open-air center located in the historic capital city of the Commonwealth of Virginia. The center is situated near the Richmond suburbs of Southampton, Westham, Oxford, Wilton Road, Reed’s Landing, Hampton Gardens, Windsor Farms, and Tarrington and boasts a population of over **930,000 within 15 miles of the center**. Stony Point Fashion Park also benefits from access to several public and private universities, the Virginia State Capitol, and Virginia Commonwealth University Medical Center.



## In the area

<b>Competition</b>	<b>Universities</b>
Chesterfield Towne Center 6 miles, 11 mins	Virginia Commonwealth University 28,831 enrolled 8.7 miles, 12 mins
Regency Square 5 miles, 7 mins	University of Richmond 3,890 enrolled 3.2 miles, 5 mins
The Shops at Willow Lawn 6 miles, 12 mins	
Short Pump Town Center 11 miles, 15 mins	

Trade area





# The shopper



**In Style: GenXurban**  
Average Household Size: 2.35  
Median Age: 42.0  
Median Household Income: \$73,000

- Actively support the arts, theater, concerts, and museums
- Prefer organic foods, including growing their own vegetables
- Invest in home remodeling/maintenance, DIY or contractors
- Generous with support of various charities and causes
- Connected and make full use of the advantages of mobile devices

## Top Tier: Affluent Estates



Average Household Size: 2.84  
Median Age: 47.3  
Median Household Income: \$173,200

- Highly educated, with more than one in three residents with a postgraduate degree; annually earning more than three times the US median household income
- Frequently visit day spas and salons, use dry cleaning services, and exercise at exclusive clubs
- Schedules are packed with lunch dates, book club meetings, charity dinners, classical music concerts, opera and visits to local art galleries
- Contribute to arts/cultural organizations, educational and social groups, as well as listen to NPR and watch PBS
- Mostly shop at high-end retailers such as Nordstrom (readily paying full price), as well as Target, Macy's and Kohl's

## Exurbanites: Affluent Estates



Average Household Size: 2.5  
Median Age: 51  
Median Household Income: \$103,400

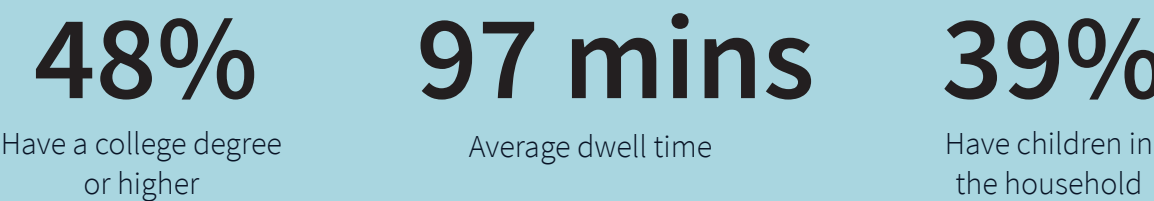
- More interested in quality than cost; they take pride in their homes and foster a sense of personal style
- Well connected; uses the internet for everything from shopping to managing their finances
- Active supporters of the arts and public television/radio
- Attentive to ingredients; they prefer natural or organic products
- Sociable and hardworking; they still find time to stay physically fit

Source: ESRI



Jill Donaldson, founder of Lily Bean, part of RVA Food Co-Lab, a Top Nine Allergen-Free Maker's Space at Stony Point Fashion Park.

Stony Point Fashion Park is an open-air center located in the historic capital city of the Commonwealth of Virginia. This **687,411 square-foot lifestyle center** features prominent retailers such as Tiffany & Co., Saks Fifth Avenue, Fleming's Steakhouse, Anthropologie, Restoration Hardware, Dillard's, CMX CineBistro, and P.F. Chang's.



Source: PinPoint by Alexander Babbage

# Demographics



**67,956**  
Households



**\$145,805**  
Average HH Income



**162,854**  
Population



**39**  
Median Age

Source: ESRI, 5 mile radius





### About Second Horizon Capital

Second Horizon Capital is a real estate impact investment firm that partners with communities to reinvest in and revitalize commercial properties and transform them into vibrant destinations and local economic engines.

The company focuses on investing in, supporting, and stewarding each community that it joins. Second Horizon Capital works to bring all of their key stakeholders, including business owners, community groups, tenants, end-users, and municipalities to the forefront in creating reinvigorated and thriving community hubs.

Additional information on Second Horizon Capital can be found on the company’s website at [www.secondhorizon.com](http://www.secondhorizon.com).

## Key retailers



### Second Horizon Capital’s Approach

Second Horizon Capital has a comprehensive double-bottom line approach where they focus on value creation for each of their centers. Their organization is designed to engage with each center’s community stakeholders, national and local tenants, and customers with the objective of creating long-lasting and engaging community spaces.

Second Horizon Capital reinvests into each of their centers, enhancing physical infrastructure, deploying capital in support of their tenants, growing center operating teams, and building out extensive impact and community engagement offerings, to position them for long-term success.







**Matt Maloney**

Retail Leasing

[matt.maloney@jll.com](mailto:matt.maloney@jll.com)

+1 404 548 4351