



*your  
everyplace*

THE SHOPS AT  
**stonefield**

CHARLOTTESVILLE, VA



# THE CENTER

The Shops At Stonefield is your premier destination in Charlottesville, VA.

Experience an elegant mix of retail shopping, dining, entertainment, hotel and more. Conveniently located in beautiful and thriving Charlottesville, guests will enjoy shopping amid some of the world's most sought-after luxury brands including L.L. Bean, Lululemon, Pottery Barn, Whimsies, Williams-Sonoma, Vineyard Vines, and L'Occitane. Taste critically acclaimed restaurants such as

Burton's Grill & Bar, Travinia, BJ's Brewhouse, Mezeh, Burger Bach, Duck Donuts.





# KEY RETAILERS

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## LIFESTYLE

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bluemercury®

L'OCCITANE  
EN PROVENCE

Pier1 imports®

POTTERY BARN

WILLIAMS-SONOMA

TRADER JOE'S

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## FASHION

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ALTAR'D STATE



lululemon  athletica

  
vineyard vines®

L.L.Bean

KENDRA SCOTT  
JEWELRY

ALEX AND ANI

ORVIS

WHIMSIES



# KEY RETAILERS

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## DINING

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**BURGER BACH**<sup>®</sup>

BURTONS  
GRILL & BAR

MISSION BBQ<sup>®</sup>  
The American Way.

**bloop**<sup>™</sup>  
frozen yogurt :)



RESTAURANT  
BREWHOUSE



**TRAVINIA**  
ITALIAN KITCHEN & WINE BAR

ROCKSALT

**DUCK  
DONUTS**<sup>™</sup>

 **MidiCi**  
The Neapolitan Pizza Company

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## ENTERTAINMENT & FITNESS

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 **REGAL  
CINEMAS**

 **the elements**



# DEMOGRAPHICS

*WITHIN 30 MINUTES OF THE SHOPS AT STONEFIELD*

*180,319*

2017 Total Population

*\$64,165*

2017 Average HHI

*70,498*

2017 Total Households

*36.1*

2017 Median Age

*192,252*

2022 Projected Population

*\$71,282*

2022 Projected Median HHI

*75,382*

2022 Projected Households

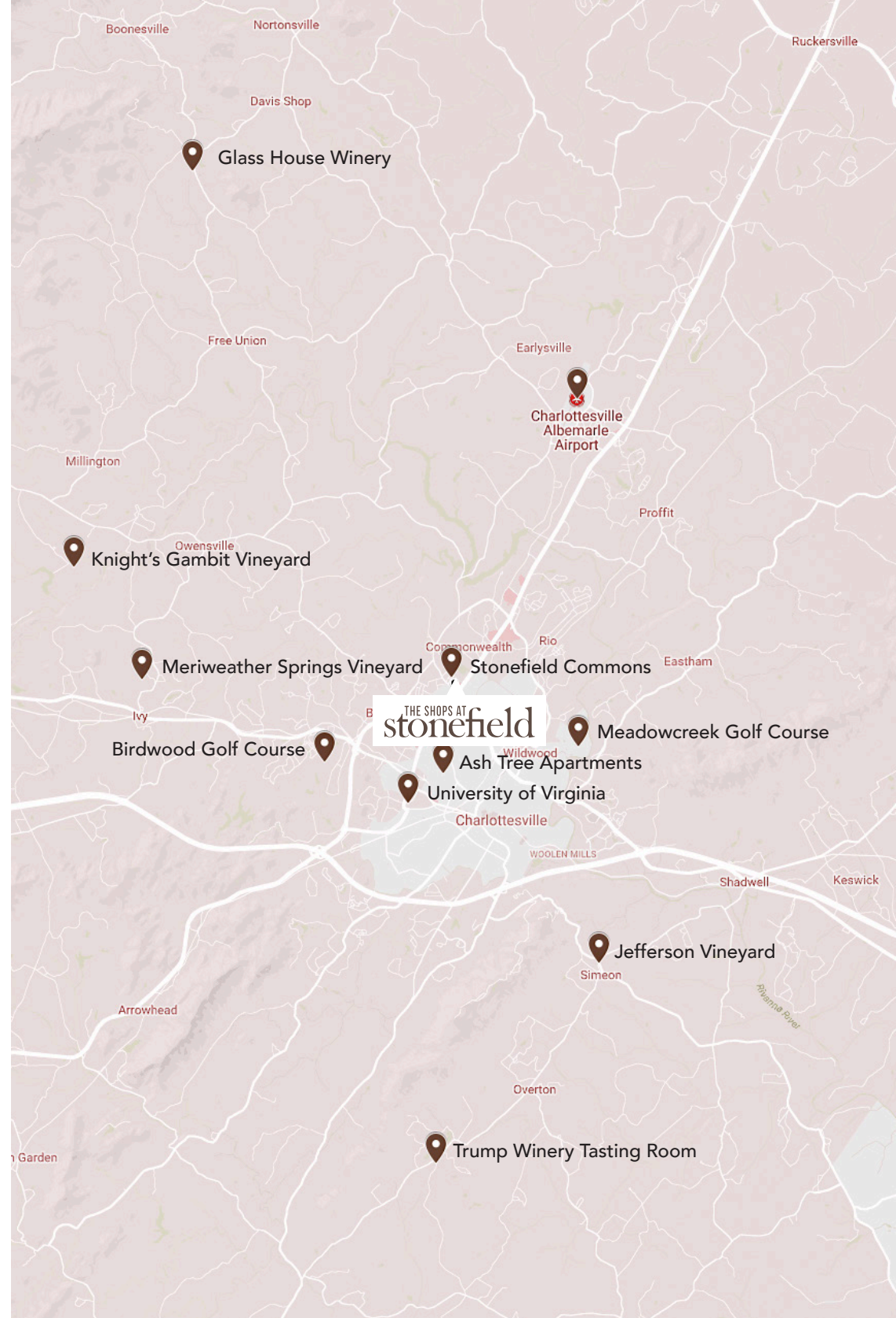
SOURCES:  
U.S. Census Bureau  
Esri Forecasts

# TRADE AREA & LOCATION

## *WITHIN 10 MILES OF THE SHOPS AT STONEFIELD*

- \$106,342,013 - Money spent on Apparel and services in 2017
- \$165,497,46 - Money spent on food away from home in 2017
- \$23,101,466 - spent on food and drinks on trips to the area
- 60.5% hotel occupancy rate in 2017

SOURCES:  
U.S. Census Bureau  
Esri Forecasts





# MARKET STATS

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## *COMMUNITY*

- 10,389 Residents live within 5 minutes
- \$56,331 Median Household Income within 15 minutes
- 146,682 Daytime population within 15 minutes

## *ECONOMY*

- \$12,802,267 spent of Food away from home locally
- \$8,111,120 spent on Apparel and Services within 5 minutes
- \$186M was spent on food away from home within 30 minutes
- \$241M was spent on entertainment & recreation
- Arts Community accounts for \$114 million in annual economic activity



SOURCES FOR ALL STATS:  
U.S. Census Bureau  
Esri Forecasts



# MARKET STATS

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## *TOURISM*

- Over 30 winery's and vineyards in immediate area.
- 45 hotels in Charlottesville
- Charlottesville attracts 500k annual tourists. Some popular destinations: Monticello, UVA, Michie Tavern, 29 wineries/breweries, Wintergreen Resort and Ashlawn-Highland are top tourist destinations
- \$553M total tourism revenues for Charlottesville and Albermarle county

## *EDUCATION*

- University of Virginia has a total total enrollment of 23,898
- UVA ranked 25 in the 2018 edition of Best Colleges and National Universities.
- UVA generates \$5.9 billion for Virginia economy.
- 22,000 students and 91,530 alumni live in the state.
- The economic impact of visitors due to UVA amounted to \$35M supporting hotels, restaurants, shops, entertainment and more.





# LEASE PLAN





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[SHOPSATSTONEFIELD.COM](http://SHOPSATSTONEFIELD.COM) |   

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