

The Shops at Stratford Hills

Richmond, Virginia



The Shops at Stratford Hills will replace the existing Chippenham North shopping center located on approximately 62 acres located at the southeast corner of Forest Hill Avenue and Chippenham Parkway in the City of Richmond. The community center will consist of 5 out-parcels, a Ukrops market, a Target and a number of smaller shops.

The site plan had to work around existing wetlands, and capitalizes on an extension of Cherokee Road for access into the center and a future development area to the south of the center. A central boulevard with the opportunity for retail shops to be organized around a interior plaza will bring focus to the center.

The Shops at Stratford Hills represents a vital economic development opportunity for the City of Richmond to encourage infill redevelopment and increase the commercial tax base.

McKinney and Company's full range of services have included concept development, master planning, zoning assistance, public meeting participation and full site design (in progress). The firm has also worked with the City of Richmond and area merchants/property owners to prepare a Stratford Hills Streetscape Master Plan that addresses the Forest Hill Avenue corridor with a focus on improved aesthetics and pedestrian enhancements.

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Entrance Perspective



Center Boulevard Perspective

