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## Chesterfield Town Center

If you've visited Chesterfield Towne Center recently, you may have noticed the construction on the Huguenot Road side of the mall, near the food court entrance. Most people are aware that Barnes & Noble is adding a store where the former movie theaters were located but what most people don't realize is that Chesterfield Towne Center is in the process of an entire redevelopment. Says Smith, Marketing Manager with the mall, "We are in the process of reinventing Chesterfield Towne Center, by bringing in a new look and new retailers. Our guests will enjoy the convenience of shopping indoors, coupled with the outdoor shopping experience."

Chesterfield Towne Center, which was originally built in 1975 and currently features over 130 stores, services and restaurants, was purchased in 1995 by Macerich, a real estate investment trust, who's main focus is acquiring, leasing, managing, developing and redeveloping regional malls throughout the United States. Macerich is the force behind the redevelopment of Chesterfield Towne Center and the decision to close the theaters and open a state-of-the-art Barnes & Noble in its place.



Although the UA Theatres were a very important part of Chesterfield Towne Center for many years, the facility was in need of major renovations and updating to offer the technologically-advanced features movie patrons seek and the building could not accommodate those things. Instead, a brand-new, 32,982 square foot Barnes & Noble with stone columns and windowed tower construction. The new store will be accessible from the street, as well as through the food court. The current Barnes & Noble building, which is located on Huguenot Road across from the food court, will be converted into a Fresh Market grocery store, once the store opens at Chesterfield Towne Center this spring.

Says Smith, "In addition to the new Barnes & Noble, most of the Huguenot Road side of the mall will be revamped, including the food court entrance and the addition of a Red Robin restaurant. Red Robin is a casual dining restaurant chain, founded in 1969, that serves an extensive and innovative selection of high quality, gourmet burgers, as well as salads, soups, appetizers, desserts and signature beverages in a family friendly atmosphere. The restaurant plans to open this spring.

Coldwater Creek, a retailer of women's apparel, gifts, jewelry, and accessories, opened near the north entrance of Chesterfield Towne Center, and features both interior and exterior entrances. This is the first Coldwater Creek location in Chesterfield County.

In addition to the new Barnes & Noble, Red Robin, and Coldwater Creek, exterior building and landscaping and hardscape renovations are planned for the Huguenot Road side of the mall. Exterior renovations will extend from the new Barnes & Noble, around to the north entrance of Chesterfield Towne Center. Plans also call for new sidewalks, more outdoor seating, and the operations building, where mall management offices will be located.

The shopping center plans to construct new men's, women's and family restrooms with wheelchair accessibility as well. Additional changes to the mall will come as new retailers are added but the major construction should be complete in 2008.

Chesterfield Towne Center, already designated as a regional shopping center, hopes to become an even more of a regional shopping destination by integrating the popular outdoor shopping experience aspect with the comfort features of a traditional enclosed mall, which should attract all kinds of shoppers in all kinds of weather from all over Richmond and beyond!