

THE GARRISON AT STAFFORD

425 GARRISONVILLE ROAD | STAFFORD, VA 22556 | STAFFORD COUNTY, VA



DEVELOPED BY:

THE PENCE GROUP

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MARKET FACTS AND AERIAL

WHERE IN THE WORLD IS STAFFORD, VA?

- 25 Miles South of the Washington DC Beltway.
- Southern anchor of the Washington Metro Area with a gross regional product of \$425B.
- Unique travel patterns due to North/South Infrastructure (Traditional concentric circles do not apply in Stafford).
- I-95 “Hot Lane” terminous at Exit 143 (Garrisonville Road).

WHY OPEN IN STAFFORD, VA?

- Stafford County consistently ranks in the top 20 wealthiest localities in the USA with a median household income of \$121,946 (ESRI), and is currently the 6th wealthiest county in Virginia.
- Stafford is the third fastest-growing county in Virginia
- Stafford County has seen a 16% increase in population since 2010
 - Current population: 156,900
- Stafford is home to the most veterans of any comparable locality.

Stafford County is comprised of 277 square miles. The county offers a busiess-friendly environment. Low business and real estate tax rates are designed to promote commerical growth and expand job opportunities for citizens.

In addition to the existing VRE, Stafford Airport, and I-95 Express Lanes, approximately \$55M in transportation improvements are planned between 2019-2028.



HOUSING AND DEMOGRAPHICS

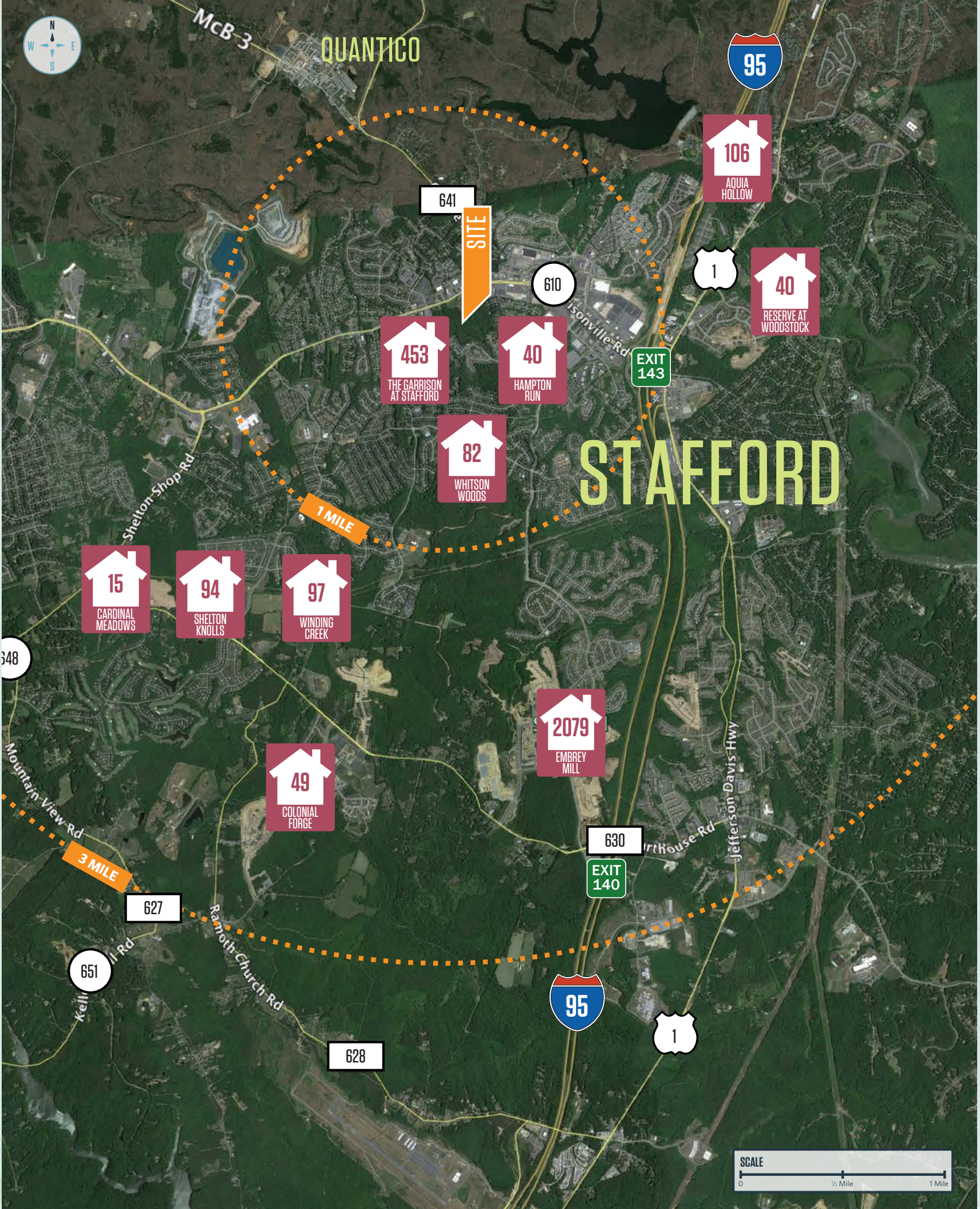
DEMOGRAPHICS (2024)

	1 MILE	3 MILE	5 MILE
POPULATION	12,322	57,521	90,511
MEDIAN HH INCOME	\$108,500	\$140,064	\$143,080
DAYTIME POPULATION	12,411	46,065	80,783

= NEW HOME GROWTH
(adding to the 2024 demographics)

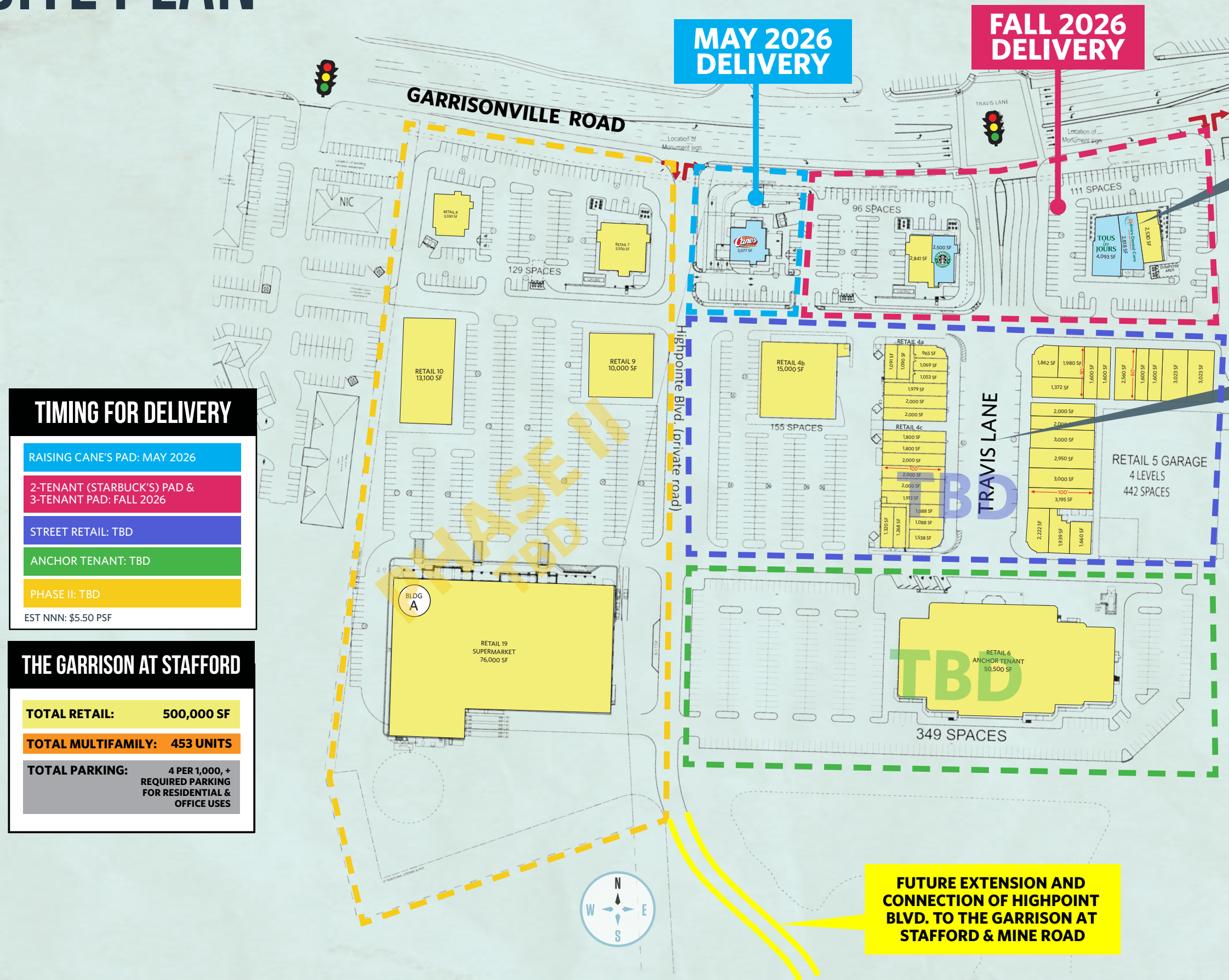
TRAFFIC COUNTS (2023)

I-95	166,061 ADT
GARRISONVILLE ROAD (ROUTE 3610)	65,857 ADT
TRAVIS LANE TO ROUTE 95	55,884 ADT
KINGSLAND DRIVE TO TRAVIS LANE	40,824 ADT





SITE PLAN



RENDERINGS



Building 3 - North Perspective



Building 3 - North/East Perspective



Building 3 - Site Plan

RENDERINGS



Looking south down Travis Lane (newly extended)

RENDERINGS



RENDERINGS



Building 4



Building 7



Building 4



Building 6

ELEVATIONS



Building 5 South Elevation



Building 5 East Elevation

ELEVATIONS



Building 5 West Elevation



Building 5 North Elevation

ELEVATIONS



Building 4B East Elevation

Building 4A East Elevation

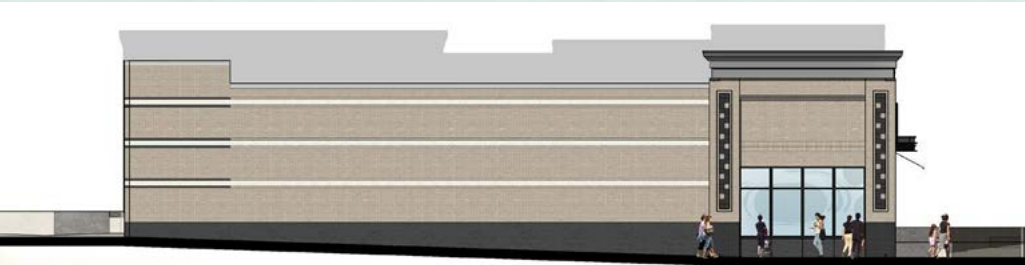


Building 4A West Elevation

Building 4B West Elevation



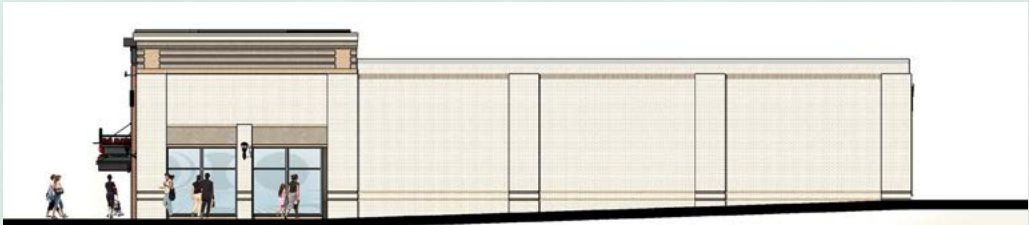
Building 4A North Elevation



Building 4A South Elevation



Building 4B South Elevation

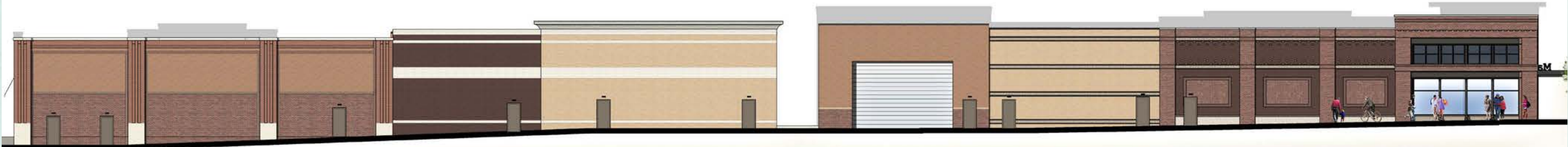


Building 4B North Elevation

ELEVATIONS



Building 6 North Elevation



Building 6 South Elevation



Building 6 West Elevation



Building 6 East Elevation



ELEVATIONS



Building 7 West Elevation



Building 7 North Elevation



Building 7 East Elevation



Building 7 South Elevation

STAFFORD RETAIL DEMAND OUTLOOK



Retail Demand Outlook

425 Garrisonville Rd, Stafford, Virginia, 22554
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.47473
Longitude: -77.42844

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Up and Coming Families (7A)	39.0%	Population	12,322	13,238
Home Improvement (4B)	25.9%	Households	4,104	4,441
Bright Young Professionals (8C)	17.1%	Families	3,167	3,418
Professional Pride (1B)	10.2%	Median Age	32.8	33.6
Workday Drive (4A)	7.8%	Median Household Income	\$108,500	\$119,312
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services				
Men's		\$12,831,564	\$15,618,888	\$2,787,324
Women's		\$2,306,340	\$2,807,517	\$501,177
Children's		\$4,221,717	\$5,138,192	\$916,475
Footwear		\$2,319,221	\$2,824,561	\$505,340
Watches & Jewelry		\$2,807,608	\$3,418,253	\$610,645
Apparel Products and Services (1)		\$931,765	\$1,132,368	\$200,603
Computer				
Computers and Hardware for Home Use		\$244,914	\$297,997	\$53,083
Portable Memory				
Computer Software		\$1,433,907	\$1,744,807	\$310,900
Computer Accessories		\$17,864	\$21,696	\$3,832
Entertainment & Recreation				
Fees and Admissions		\$76,895	\$93,532	\$16,637
Membership Fees for Clubs (2)		\$110,567	\$134,502	\$23,935
Fees for Participant Sports, excl. Trips		\$20,571,575	\$25,046,782	\$4,475,207
Tickets to Theatre/Operas/Concerts		\$4,072,496	\$4,957,022	\$884,526
Tickets to Movies		\$1,443,114	\$1,756,079	\$312,965
Tickets to Parks or Museums		\$672,479	\$818,724	\$146,245
Admission to Sporting Events, excl. Trips		\$351,406	\$427,568	\$76,162
Fees for Recreational Lessons		\$141,327	\$172,057	\$30,730
Dating Services		\$210,802	\$256,749	\$45,947
TV/Video/Audio		\$381,342	\$463,907	\$82,565
Cable and Satellite Television Services		\$868,240	\$1,057,339	\$189,099
Televisions		\$3,786	\$4,599	\$813
Satellite Dishes		\$6,855,492	\$8,348,103	\$1,492,611
VCRs, Video Cameras, and DVD Players		\$3,581,363	\$4,361,356	\$779,993
Miscellaneous Video Equipment		\$847,002	\$1,031,367	\$184,365
Video Cassettes and DVDs		\$6,346	\$7,725	\$1,379
Video Game Hardware/Accessories		\$25,396	\$30,897	\$5,501
Video Game Software		\$231,972	\$283,710	\$51,738
Rental/Streaming/Downloaded Video		\$26,025	\$31,646	\$5,621
Installation of Televisions		\$275,020	\$334,531	\$59,511
Audio (3)		\$112,685	\$136,944	\$24,259
Rental and Repair of TV/Radio/Sound Equipment		\$982,597	\$1,196,156	\$213,559
Pets		\$6,796	\$8,260	\$1,464
Toys/Games/Crafts/Hobbies (4)		\$753,196	\$916,880	\$163,684
Recreational Vehicles and Fees (5)		\$7,095	\$8,632	\$1,537
Sports/Recreation/Exercise Equipment (6)		\$4,850,517	\$5,905,472	\$1,054,955
Photo Equipment and Supplies (7)		\$905,008	\$1,101,375	\$196,367
Reading (8)		\$937,105	\$1,141,276	\$204,171
Catered Affairs (9)		\$1,861,366	\$2,267,850	\$406,484
Food				
Food at Home		\$276,711	\$336,593	\$59,882
Bakery and Cereal Products		\$616,337	\$749,751	\$133,414
Meats, Poultry, Fish, and Eggs		\$196,544	\$239,340	\$42,796
Dairy Products		\$58,132,346	\$70,762,783	\$12,630,437
Fruits and Vegetables		\$36,814,441	\$44,807,211	\$7,992,770
Snacks and Other Food at Home (10)		\$4,617,059	\$5,618,945	\$1,001,886
Food Away from Home		\$8,154,911	\$9,926,877	\$1,771,966
Alcoholic Beverages		\$3,409,568	\$4,149,625	\$740,057
		\$7,070,638	\$8,604,645	\$1,534,007
		\$13,562,264	\$16,507,118	\$2,944,854
		\$21,317,905	\$25,955,572	\$4,637,667
		\$3,131,150	\$3,808,965	\$677,815

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 06, 2024



Retail Demand Outlook

425 Garrisonville Rd, Stafford, Virginia, 22554
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.47473
Longitude: -77.42844

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Up and Coming Families (7A)	21.2%	Population	57,521	60,925
Boomburbs (1C)	19.2%	Households	17,767	18,954
Professional Pride (1B)	18.6%	Families	14,398	15,316
Workday Drive (4A)	12.0%	Median Age	33.8	34.5
Home Improvement (4B)	8.4%	Median Household Income	\$140,064	\$153,968
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services				
Men's		\$64,845,869	\$77,424,581	\$12,578,712
Women's		\$11,801,605	\$14,090,687	\$2,289,082
Children's		\$21,120,943	\$25,218,918	\$4,097,975
Footwear		\$11,338,694	\$13,540,098	\$2,201,404
Watches & Jewelry		\$14,034,875	\$16,756,702	\$2,721,827
Apparel Products and Services (1)		\$5,271,706	\$6,292,298	\$1,020,592
Computer				
Computers and Hardware for Home Use		\$1,278,046	\$1,525,878	\$247,832
Portable Memory				
Computer Software		\$7,285,361	\$8,697,694	\$1,412,333
Computer Accessories		\$92,901	\$110,839	\$17,938
Entertainment & Recreation				
Fees and Admissions		\$379,131	\$452,574	\$73,443
Membership Fees for Clubs (2)		\$581,878	\$694,573	\$112,695
Fees for Participant Sports, excl. Trips		\$109,348,837	\$130,551,255	\$21,202,418
Tickets to Theatre/Operas/Concerts		\$23,116,461	\$27,594,320	\$4,477,859
Tickets to Movies		\$8,093,642	\$9,662,673	\$1,569,031
Tickets to Parks or Museums		\$3,801,648	\$4,538,456	\$736,808
Admission to Sporting Events, excl. Trips		\$1,984,446	\$2,368,565	\$384,119
Fees for Recreational Lessons		\$744,163	\$888,116	\$143,953
Dating Services		\$1,133,421	\$1,353,072	\$219,651
TV/Video/Audio		\$2,113,636	\$2,523,493	\$409,857
Cable and Satellite Television Services		\$5,228,173	\$6,239,249	\$1,011,076
Televisions		\$17,333	\$20,695	\$3,362
Satellite Dishes		\$34,192,391	\$40,830,762	\$6,638,371
VCRs, Video Cameras, and DVD Players		\$17,969,995	\$21,460,721	\$3,490,726
Miscellaneous Video Equipment		\$4,158,548	\$4,965,955	\$807,407
Video Cassettes and DVDs		\$30,380	\$36,279	\$5,899
Video Game Hardware/Accessories		\$131,268	\$156,697	\$25,429
Video Game Software		\$1,028,310	\$1,229,050	\$200,740
Rental/Streaming/Downloaded Video		\$139,630	\$166,619	\$26,989
Installation of Televisions		\$1,306,913	\$1,560,205	\$253,292
Audio (3)		\$528,078	\$630,252	\$102,174
Rental and Repair of TV/Radio/Sound Equipment		\$4,910,302	\$5,862,672	\$952,370
Pets		\$40,969	\$48,910	\$7,941
Toys/Games/Crafts/Hobbies (4)		\$3,907,914	\$4,665,530	\$757,616
Recreational Vehicles and Fees (5)		\$40,084	\$47,871	\$7,787
Sports/Recreation/Exercise Equipment (6)		\$25,904,949	\$30,929,154	\$5,024,205
Photo Equipment and Supplies (7)		\$4,662,415	\$5,565,921	\$903,506
Reading (8)		\$5,442,311	\$6,497,096	\$1,054,785
Catered Affairs (9)		\$10,124,972	\$12,085,368	\$1,960,396
Food				
Food at Home		\$1,508,603	\$1,800,675	\$292,072
Bakery and Cereal Products		\$3,339,546	\$3,985,969	\$646,423
Meats, Poultry, Fish, and Eggs		\$1,057,189	\$1,261,990	\$204,801
Dairy Products		\$295,676,173	\$353,035,113	\$57,358,940
Fruits and Vegetables		\$186,388,500	\$222,546,529	\$36,158,029
Snacks and Other Food at Home (10)		\$23,618,418	\$28,199,362	\$4,580,944
Food Away from Home		\$40,390,055	\$48,229,200	\$7,839,145
Alcoholic Beverages		\$17,495,180	\$20,887,890	\$3,392,710
		\$36,364,196	\$43,415,563	\$7,051,367
		\$68,520,652	\$81,814,515	\$13,293,863
		\$109,287,673	\$130,488,584	\$21,200,911
		\$16,312,097	\$19,475,312	\$3,163,215

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