

# 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?

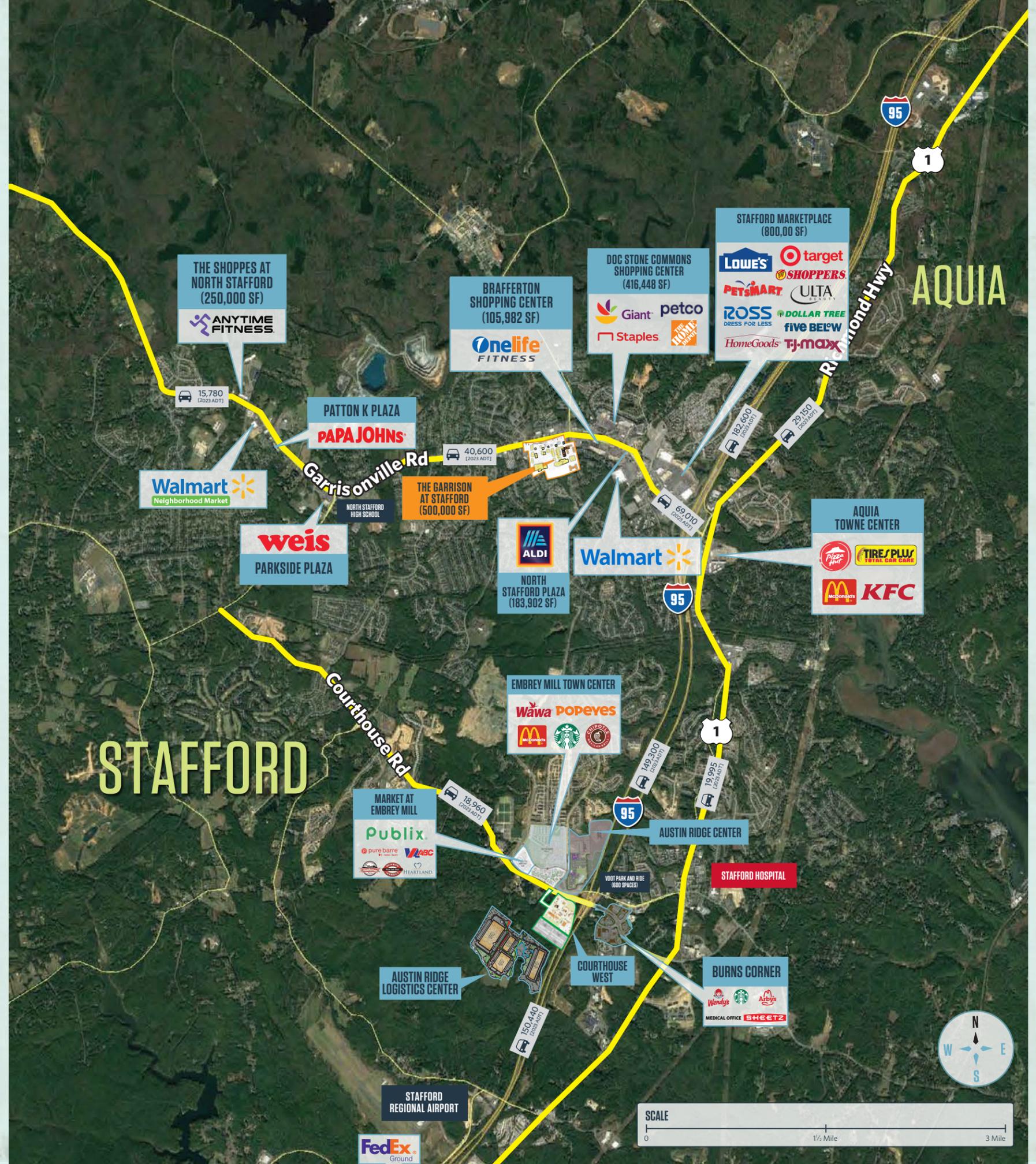
- 25 Miles South of the Washington DC Beltway.
- Southern anchor of the Washington Metro Area with a gross regional product of \$425B.
- Unique travel patterns due to North/South Infrastructure (Traditional concentric circles do not apply in Stafford).
- I-95 "Hot Lane" terminous at Exit 143 (Garrisonville 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 business-friendly environment. Low business and real estate tax rates are designed to promote commercial 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

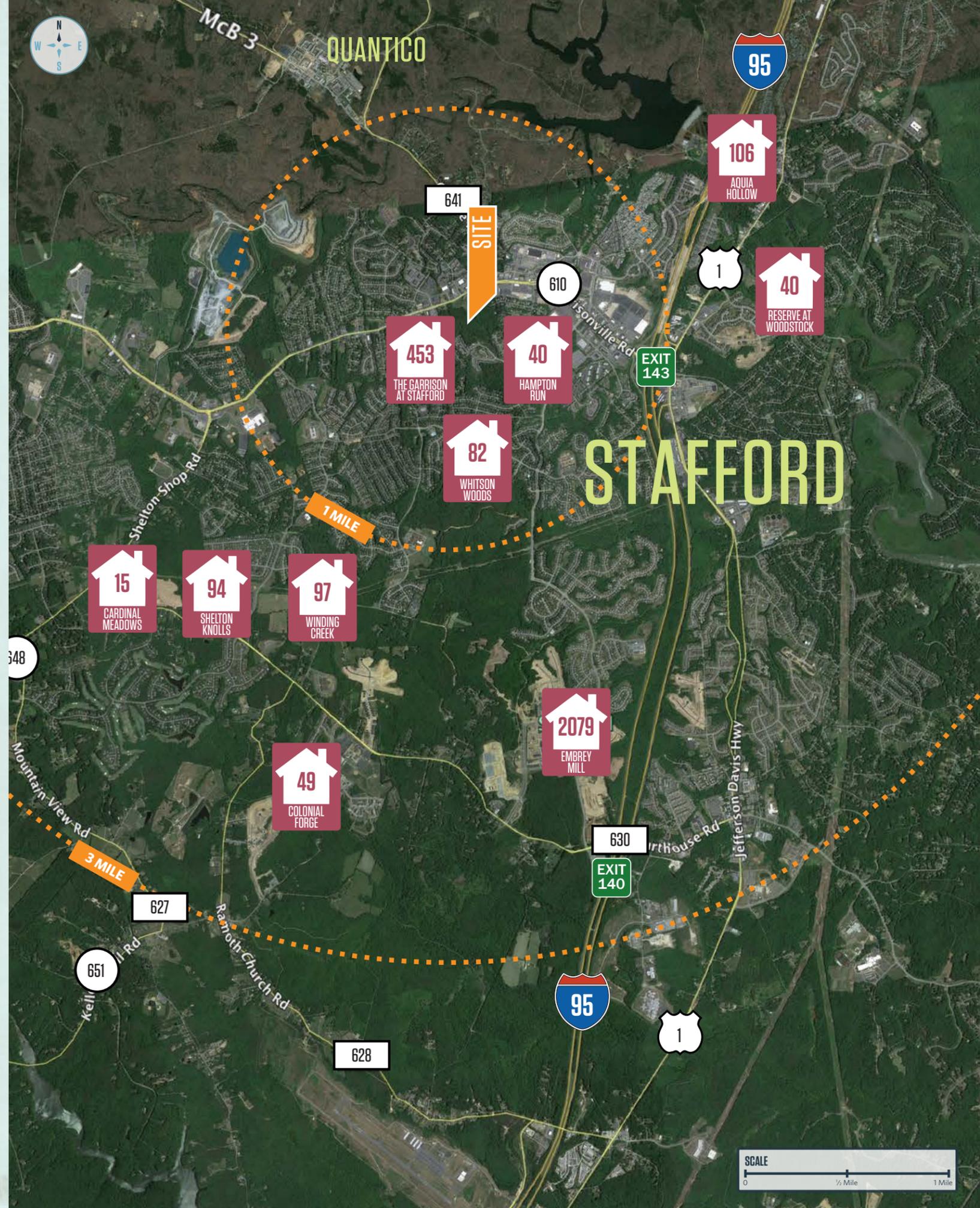
## DEMOGRAPHICS (2024)

	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







# 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



# ELEVATIONS



Building 4B East Elevation

Building 4A East Elevation

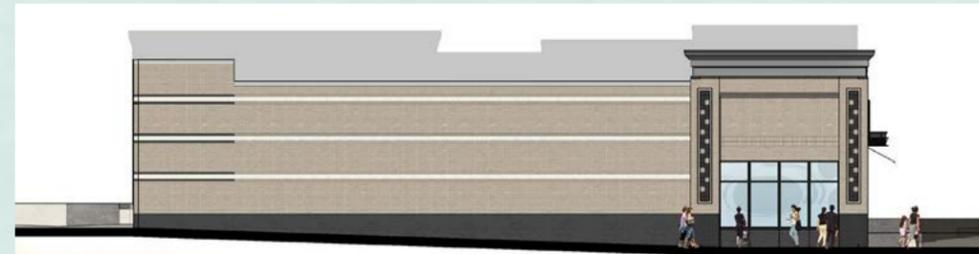


Building 4A West Elevation

Building 4B West Elevation



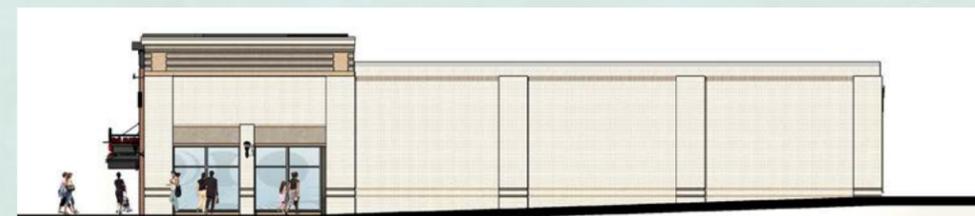
Building 4A North Elevation



Building 4A South Elevation



Building 4B South Elevation

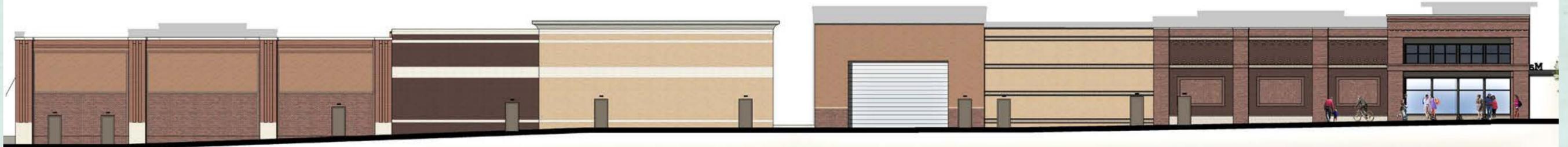


Building 4B North Elevation

# 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
<b>Apparel and Services</b>		\$12,831,564	\$15,618,888	\$2,787,324
Men's		\$2,306,340	\$2,807,517	\$501,177
Women's		\$4,221,717	\$5,138,192	\$916,475
Children's		\$2,319,221	\$2,824,561	\$505,340
Footwear		\$2,807,608	\$3,418,253	\$610,645
Watches & Jewelry		\$931,765	\$1,132,368	\$200,603
Apparel Products and Services (1)		\$244,914	\$297,997	\$53,083
<b>Computer</b>				
Computers and Hardware for Home Use		\$1,433,907	\$1,744,807	\$310,900
Portable Memory		\$17,864	\$21,696	\$3,832
Computer Software		\$76,895	\$93,532	\$16,637
Computer Accessories		\$110,567	\$134,502	\$23,935
<b>Entertainment &amp; Recreation</b>		\$20,571,575	\$25,046,782	\$4,475,207
Fees and Admissions		\$4,072,496	\$4,957,022	\$884,526
Membership Fees for Clubs (2)		\$1,443,114	\$1,756,079	\$312,965
Fees for Participant Sports, excl. Trips		\$672,479	\$818,724	\$146,245
Tickets to Theatre/Operas/Concerts		\$351,406	\$427,568	\$76,162
Tickets to Movies		\$141,327	\$172,057	\$30,730
Tickets to Parks or Museums		\$210,802	\$256,749	\$45,947
Admission to Sporting Events, excl. Trips		\$381,342	\$463,907	\$82,565
Fees for Recreational Lessons		\$868,240	\$1,057,339	\$189,099
Dating Services		\$3,786	\$4,599	\$813
TV/Video/Audio		\$6,855,492	\$8,348,103	\$1,492,611
Cable and Satellite Television Services		\$3,581,363	\$4,361,356	\$779,993
Televisions		\$847,002	\$1,031,367	\$184,365
Satellite Dishes		\$6,346	\$7,725	\$1,379
VCRs, Video Cameras, and DVD Players		\$25,396	\$30,897	\$5,501
Miscellaneous Video Equipment		\$231,972	\$283,710	\$51,738
Video Cassettes and DVDs		\$26,025	\$31,646	\$5,621
Video Game Hardware/Accessories		\$275,020	\$334,531	\$59,511
Video Game Software		\$112,685	\$136,944	\$24,259
Rental/Streaming/Downloaded Video		\$982,597	\$1,196,156	\$213,559
Installation of Televisions		\$6,796	\$8,260	\$1,464
Audio (3)		\$753,196	\$916,880	\$163,684
Rental and Repair of TV/Radio/Sound Equipment		\$7,095	\$8,632	\$1,537
Pets		\$4,850,517	\$5,905,472	\$1,054,955
Toys/Games/Crafts/Hobbies (4)		\$905,008	\$1,101,375	\$196,367
Recreational Vehicles and Fees (5)		\$937,105	\$1,141,276	\$204,171
Sports/Recreation/Exercise Equipment (6)		\$1,861,366	\$2,267,850	\$406,484
Photo Equipment and Supplies (7)		\$276,711	\$336,593	\$59,882
Reading (8)		\$616,337	\$749,751	\$133,414
Catered Affairs (9)		\$196,544	\$239,340	\$42,796
<b>Food</b>		\$58,132,346	\$70,762,783	\$12,630,437
Food at Home		\$36,814,441	\$44,807,211	\$7,992,770
Bakery and Cereal Products		\$4,617,059	\$5,618,945	\$1,001,886
Meats, Poultry, Fish, and Eggs		\$8,154,911	\$9,926,877	\$1,771,966
Dairy Products		\$3,409,568	\$4,149,625	\$740,057
Fruits and Vegetables		\$7,070,638	\$8,604,645	\$1,534,007
Snacks and Other Food at Home (10)		\$13,562,264	\$16,507,118	\$2,944,854
Food Away from Home		\$21,317,905	\$25,955,572	\$4,637,667
Alcoholic Beverages		\$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
<b>Apparel and Services</b>		\$64,845,869	\$77,424,581	\$12,578,712
Men's		\$11,801,605	\$14,090,687	\$2,289,082
Women's		\$21,120,943	\$25,218,918	\$4,097,975
Children's		\$11,338,694	\$13,540,098	\$2,201,404
Footwear		\$14,034,875	\$16,756,702	\$2,721,827
Watches & Jewelry		\$5,271,706	\$6,292,298	\$1,020,592
Apparel Products and Services (1)		\$1,278,046	\$1,525,878	\$247,832
<b>Computer</b>				
Computers and Hardware for Home Use		\$7,285,361	\$8,697,694	\$1,412,333
Portable Memory		\$92,901	\$110,839	\$17,938
Computer Software		\$379,131	\$452,574	\$73,443
Computer Accessories		\$581,878	\$694,573	\$112,695
<b>Entertainment &amp; Recreation</b>		\$109,348,837	\$130,551,255	\$21,202,418
Fees and Admissions		\$23,116,461	\$27,594,320	\$4,477,859
Membership Fees for Clubs (2)		\$8,093,642	\$9,662,673	\$1,569,031
Fees for Participant Sports, excl. Trips		\$3,801,648	\$4,538,456	\$736,808
Tickets to Theatre/Operas/Concerts		\$1,984,446	\$2,368,565	\$384,119
Tickets to Movies		\$744,163	\$888,116	\$143,953
Tickets to Parks or Museums		\$1,133,421	\$1,353,072	\$219,651
Admission to Sporting Events, excl. Trips		\$2,113,636	\$2,523,493	\$409,857
Fees for Recreational Lessons		\$5,228,173	\$6,239,249	\$1,011,076
Dating Services		\$17,333	\$20,695	\$3,362
TV/Video/Audio		\$34,192,391	\$40,830,762	\$6,638,371
Cable and Satellite Television Services		\$17,969,995	\$21,460,721	\$3,490,726
Televisions		\$4,158,548	\$4,965,955	\$807,407
Satellite Dishes		\$30,380	\$36,279	\$5,899
VCRs, Video Cameras, and DVD Players		\$131,268	\$156,697	\$25,429
Miscellaneous Video Equipment		\$1,028,310	\$1,229,050	\$200,740
Video Cassettes and DVDs		\$139,630	\$166,619	\$26,989
Video Game Hardware/Accessories		\$1,306,913	\$1,560,205	\$253,292
Video Game Software		\$528,078	\$630,252	\$102,174
Rental/Streaming/Downloaded Video		\$4,910,302	\$5,862,672	\$952,370
Installation of Televisions		\$40,969	\$48,910	\$7,941
Audio (3)		\$3,907,914	\$4,665,530	\$757,616
Rental and Repair of TV/Radio/Sound Equipment		\$40,084	\$47,871	\$7,787
Pets		\$25,904,949	\$30,929,154	\$5,024,205
Toys/Games/Crafts/Hobbies (4)		\$4,662,415	\$5,565,921	\$903,506
Recreational Vehicles and Fees (5)		\$5,442,311	\$6,497,096	\$1,054,785
Sports/Recreation/Exercise Equipment (6)		\$10,124,972	\$12,085,368	\$1,960,396
Photo Equipment and Supplies (7)		\$1,508,603	\$1,800,675	\$292,072
Reading (8)		\$3,339,546	\$3,985,969	\$646,423
Catered Affairs (9)		\$1,057,189	\$1,261,990	\$204,801
<b>Food</b>		\$295,676,173	\$353,035,113	\$57,358,940
Food at Home		\$186,388,500	\$222,546,529	\$36,158,029
Bakery and Cereal Products		\$23,618,418	\$28,199,362	\$4,580,944
Meats, Poultry, Fish, and Eggs		\$40,390,055	\$48,229,200	\$7,839,145
Dairy Products		\$17,495,180	\$20,887,890	\$3,392,710
Fruits and Vegetables		\$36,364,196	\$43,415,563	\$7,051,367
Snacks and Other Food at Home (10)		\$68,520,652	\$81,814,515	\$13,293,863
Food Away from Home		\$109,287,673	\$130,488,584	\$21,200,911
Alcoholic Beverages		\$16,312,097	\$19,475,312	\$3,163,215

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