

# THE GARRISON at Stafford

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



DEVELOPED BY:

## THE PENCE GROUP

703-827-8300

FOR LEASING INFORMATION  
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**KLNB**retail

Commercial Real Estate Services



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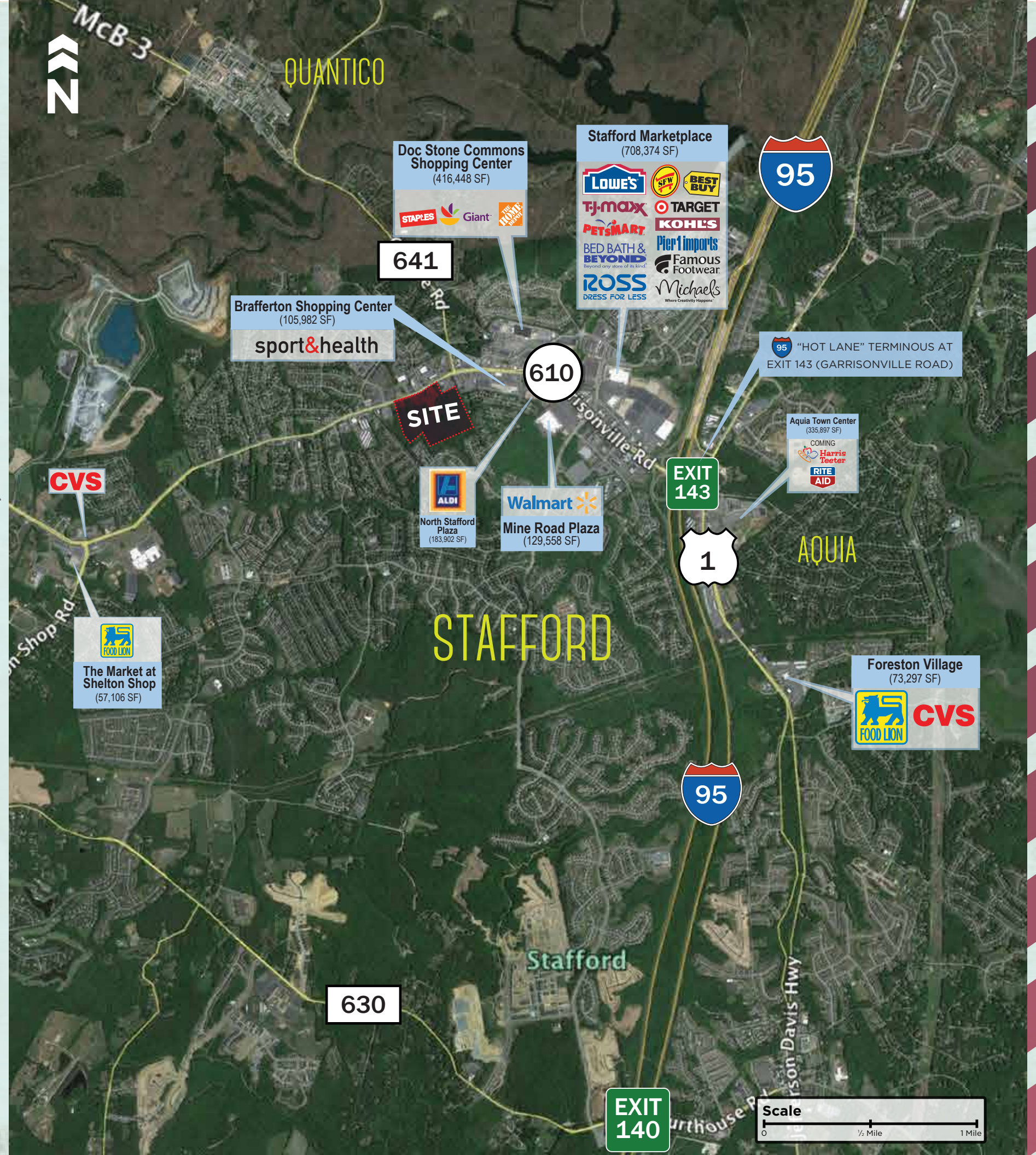
# MARKET FACTS AND AERIAL

## 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 top 10 wealthiest localities in the USA with a median household Income of \$102,171 (ESRI), and is currently the **5th wealthiest county** in the USA (U.S. Census Bureau).
- Population Growth:  
Annual growth rate roughly 2%(out-paces region) population 139,000+. millennials = 13%.
- At-Place Employment:  
Leads virginia in growth - growing 2.6% annually ('09-'14).
- Interstate Daily Travelers:  
I-95 has over 130,000 cars per day.  
Extraordinary interstate access (5 exits w/ 60,000 ADT).
- Highly Educated:  
60% of population has bachelor's degree or higher (or military equivalent).
- Home Ownership:  
78.3%, median housing value = \$344,800.  
Thousands of residential units in the pipeline.
- Stafford is the home to Quantico Marine Corp Base (QMCB) which as of 2015...
  - > Employs more than 14,000 civilian and military personnel.
  - > On site personnel grows 3.1%/year and civilian personnel grows at a 1.6% rate.
  - > Has more than 7400 active duty military.
  - > Has 1562 permanent housing units (1425 family housing units, 105 unaccompanied officer units and 32 unaccompanied enlisted units).
  - > Has a 120 room inn on site and 115 temporary duty units.



# HOUSING AND DEMOGRAPHICS

## DEMOGRAPHICS (2015)

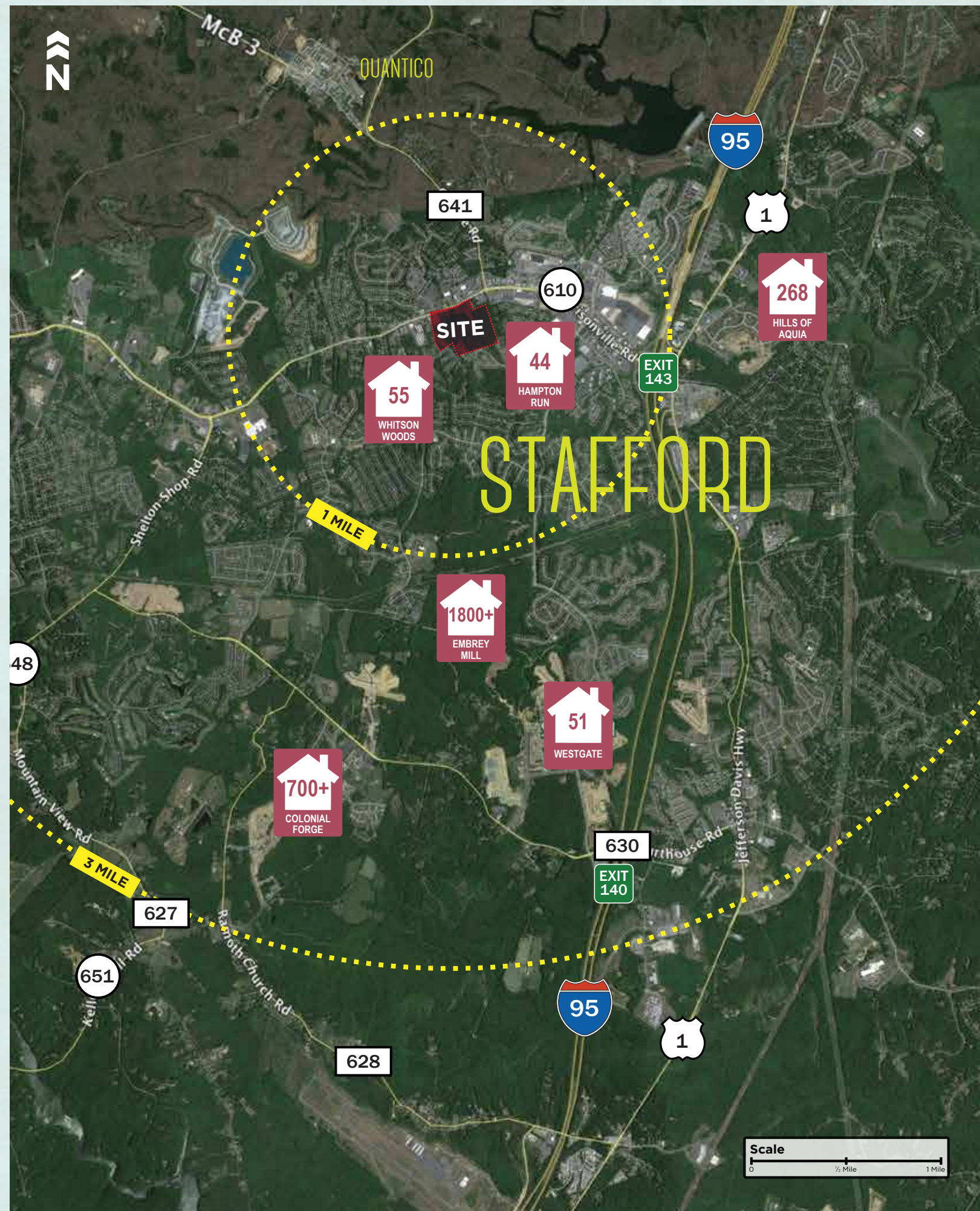
	1 MILE	3 MILE	5 MILE
POPULATION 	10,122	53,201*	81,512*
MEDIAN HH INCOME 	\$100,403	\$103,579	\$105,354
DAYTIME POPULATION 	4,754	25,355*	32,417*

\*INCLUDES QMCB POPULATION NOT OTHERWISE INCLUDED IN ESRI DEMOGRAPHICS.

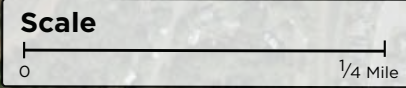
 = NEW HOME GROWTH  
(ADDING TO THE 2015 DEMOGRAPHICS)

## TRAFFIC COUNTS (2015)

I-95	134,000 ADT
GARRISONVILLE ROAD (ROUTE 610)	
ROUTE 95 TO TRAVIS LANE	73,000 ADT
KINGSLAND DRIVE TO TRAVIS LANE	41,000 ADT



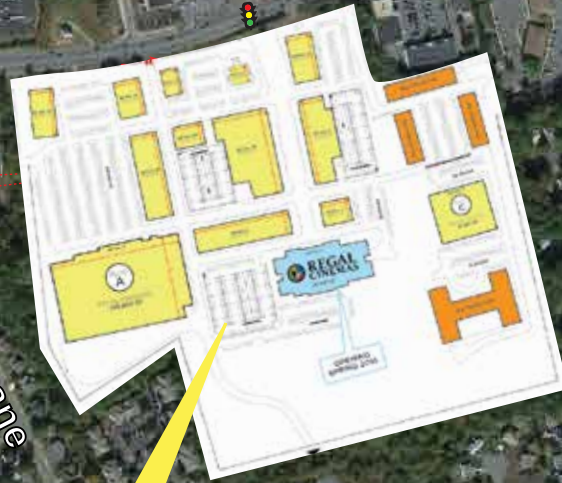
# AERIAL EMBEDDED SITE PLAN



STAFFORD

610

ENTRANCE TO  
QUANTICO MARINE BASE



**THE GARRISON at Stafford**  
RETAIL: 500,000 SF  
OFFICE: 165,000 SF  
RESIDENTIAL: 453 UNITS

**THE GARRISON at Stafford**

RETAIL 1:	7,000 SF
RETAIL 2:	5,600 SF
RETAIL 3:	18,000 SF
RETAIL 4A:	9,600 SF
RETAIL 4B:	57,600 SF
RETAIL 5:	38,400 SF
RETAIL 6:	32,400 SF
RETAIL 7:	9,900 SF
RETAIL 8 (REGAL CINEMAS):	52,000 SF
RETAIL 12:	41,100 SF
RETAIL 14:	16,200 SF
RETAIL 15:	14,000 SF
RETAIL 16:	17,400 SF
RETAIL 17 (GROCERY):	145,600 SF
UNALLOCATED RETAIL:	35,200 SF
<b>TOTAL RETAIL:</b>	<b>500,000 SF</b>

**TOTAL MULTIFAMILY: 453 UNITS**

**TOTAL PARKING:** 4 PER 1,000, +  
REQUIRED PARKING  
FOR RESIDENTIAL &  
OFFICE USES

**TIMING**

CONSTRUCTION START:  
FALL 2016

ANTICIPATED OPENING:  
SPRING 2018

Doc Stone Commons  
Shopping Center  
(416,448 SF)



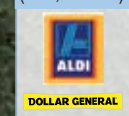
Stafford Marketplace  
(708,374 SF)



Brafferton Shopping Center  
(105,982 SF)



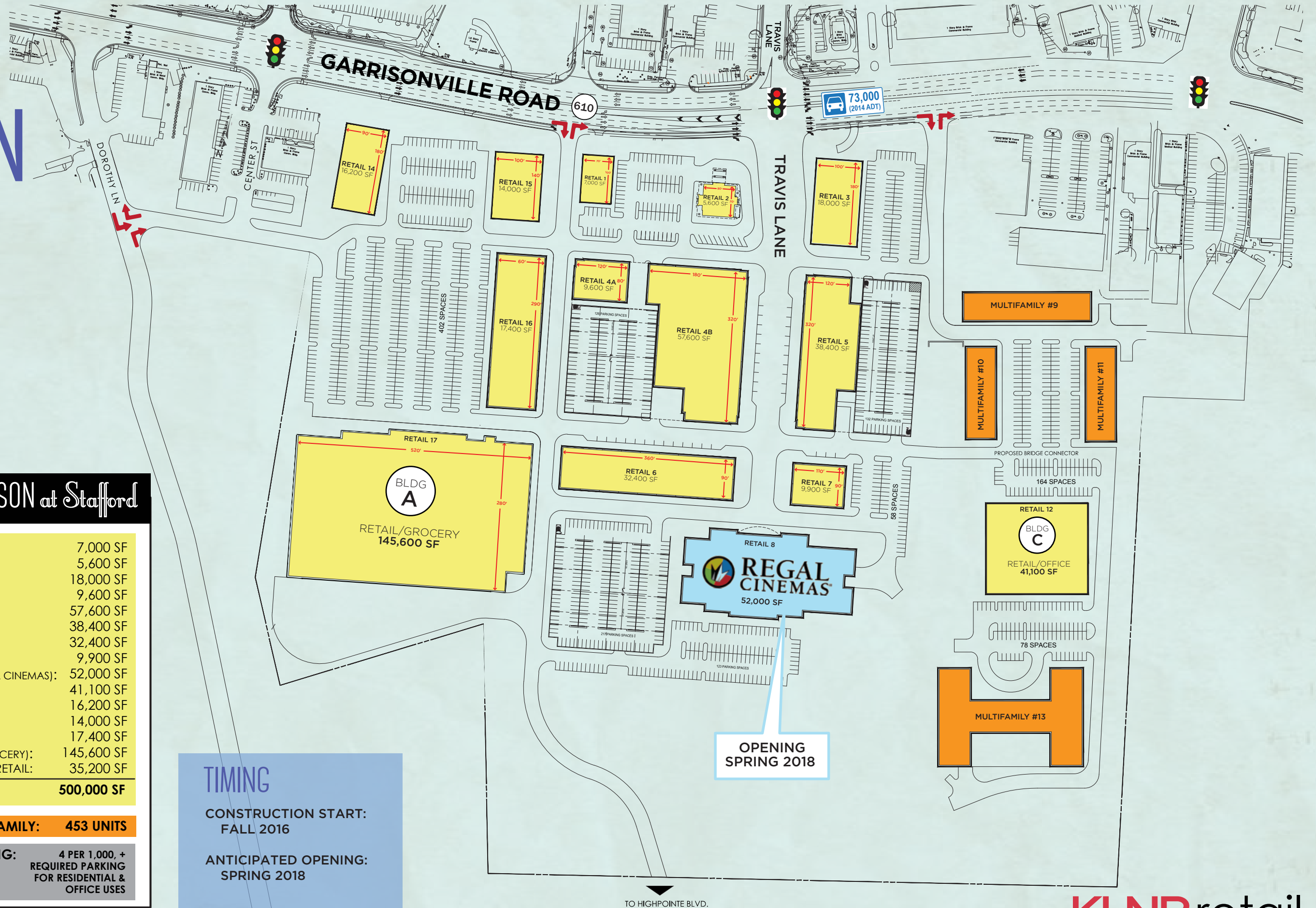
North Stafford  
Plaza  
(183,902 SF)



Mine Road Plaza  
(129,558 SF)



# SITE PLAN



## THE GARRISON at Stafford

RETAIL 1:	7,000 SF
RETAIL 2:	5,600 SF
RETAIL 3:	18,000 SF
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**TOTAL RETAIL: 500,000 SF**

**TOTAL MULTIFAMILY: 453 UNITS**

**TOTAL PARKING: 4 PER 1,000, + REQUIRED PARKING FOR RESIDENTIAL & OFFICE USES**

### TIMING

CONSTRUCTION START: FALL 2016

ANTICIPATED OPENING: SPRING 2018

OPENING SPRING 2018

# RENDERINGS



# STAFFORD MARKET RETAIL GAP (LEAKAGE)



## Retail MarketPlace Profile

Stafford Village Center 4  
425 Garrisonville Rd, Stafford, Virginia, 22554  
Ring: **.5 mile radius**

Prepared by Esri  
Latitude: 38.47522  
Longitude: -77.42741



## Retail MarketPlace Profile

Stafford Village Center 7 Mile  
425 Garrisonville Rd, Stafford, Virginia, 22554  
Ring: **.7 mile radius**

Prepared by Esri  
Latitude: 38.47522  
Longitude: -77.42741

### Summary Demographics

2015 Population	76,121
2015 Households	23,522
2015 Median Disposable Income	\$80,716
2015 Per Capita Income	\$38,394

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,518,221,646	\$584,932,119	\$933,289,527	44.4	339
Total Retail Trade	44-45	\$1,367,241,898	\$514,796,361	\$852,445,537	45.3	215
Total Food & Drink	722	\$150,979,748	\$70,135,758	\$80,843,990	36.6	124

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$323,766,531	\$148,014,691	\$175,751,840	37.3	44
Automobile Dealers	4411	\$271,158,782	\$126,255,826	\$144,902,956	36.5	27
Other Motor Vehicle Dealers	4412	\$33,639,492	\$16,139,344	\$17,500,148	35.2	7
Auto Parts, Accessories & Tire Stores	4413	\$18,968,256	\$5,619,520	\$13,348,736	54.3	10
Furniture & Home Furnishings Stores	442	\$43,077,270	\$4,679,880	\$38,397,390	80.4	10
Furniture Stores	4421	\$26,167,832	\$2,937,253	\$23,230,579	79.8	4
Home Furnishings Stores	4422	\$16,909,438	\$1,742,627	\$15,166,811	81.3	6
Electronics & Appliance Stores	443	\$58,426,698	\$29,925,525	\$28,501,173	32.3	19
Bldg Materials, Garden Equip. & Supply Stores	444	\$68,476,542	\$31,615,474	\$36,861,068	36.8	16
Bldg Material & Supplies Dealers	4441	\$62,695,482	\$28,861,138	\$33,834,344	37.0	13
Lawn & Garden Equip & Supply Stores	4442	\$5,781,060	\$2,754,336	\$3,026,724	35.5	3
Food & Beverage Stores	445	\$255,083,368	\$91,574,157	\$163,509,211	47.2	28
Grocery Stores	4451	\$237,682,593	\$88,916,862	\$148,765,731	45.5	23
Specialty Food Stores	4452	\$7,381,737	\$1,158,727	\$6,223,010	72.9	3
Beer, Wine & Liquor Stores	4453	\$10,019,038	\$1,498,568	\$8,520,470	74.0	2
Health & Personal Care Stores	446,4461	\$71,484,988	\$20,114,225	\$51,370,763	56.1	11
Gasoline Stations	447,4471	\$93,131,829	\$17,584,030	\$75,547,799	68.2	7
Clothing & Clothing Accessories Stores	448	\$71,091,466	\$7,098,679	\$63,992,787	81.8	15
Clothing Stores	4481	\$50,561,367	\$4,819,316	\$45,742,051	82.6	12
Shoe Stores	4482	\$7,892,991	\$1,549,688	\$6,343,303	67.2	2
Jewelry, Luggage & Leather Goods Stores	4483	\$12,637,108	\$729,675	\$11,907,433	89.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$38,932,852	\$11,031,850	\$27,901,002	55.8	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$31,419,645	\$10,796,159	\$20,623,486	48.9	11
Book, Periodical & Music Stores	4512	\$7,513,207	\$235,691	\$7,277,516	93.9	1
General Merchandise Stores	452	\$260,615,992	\$114,014,512	\$146,601,480	39.1	9
Department Stores Excluding Leased Depts.	4521	\$201,693,878	\$108,932,574	\$92,761,304	29.9	4
Other General Merchandise Stores	4529	\$58,922,114	\$5,081,938	\$53,840,176	84.1	5
Miscellaneous Store Retailers	453	\$43,949,481	\$24,360,198	\$19,589,283	28.7	37
Florists	4531	\$2,464,423	\$881,832	\$1,582,591	47.3	5
Office Supplies, Stationery & Gift Stores	4532	\$13,187,935	\$6,329,228	\$6,858,707	35.1	11
Used Merchandise Stores	4533	\$6,722,757	\$2,147,110	\$4,575,647	51.6	4
Other Miscellaneous Store Retailers	4539	\$21,574,367	\$15,002,028	\$6,572,339	18.0	17
Nonstore Retailers	454	\$39,204,881	\$14,783,140	\$24,421,741	45.2	7
Electronic Shopping & Mail-Order Houses	4541	\$28,365,065	\$2,669,041	\$25,696,024	82.8	3
Vending Machine Operators	4542	\$2,180,568	\$0	\$2,180,568	100.0	0
Direct Selling Establishments	4543	\$8,659,248	\$12,114,099	-\$3,454,851	-16.6	4
Food Services & Drinking Places	722	\$150,979,748	\$70,135,758	\$80,843,990	36.6	124
Full-Service Restaurants	7221	\$83,374,558	\$31,840,029	\$51,534,529	44.7	72
Limited-Service Eating Places	7222	\$63,394,729	\$36,524,498	\$26,870,231	26.9	47
Special Food Services	7223	\$3,103,531	\$1,771,231	\$1,332,300	27.3	5
Drinking Places - Alcoholic Beverages	7224	\$1,106,929	\$0	\$1,106,929	100.0	0

### Summary Demographics

2015 Population	86,152
2015 Households	26,629
2015 Median Disposable Income	\$79,123
2015 Per Capita Income	\$37,707

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,695,986,433	\$634,577,165	\$1,061,409,268	45.5	389
Total Retail Trade	44-45	\$1,527,223,919	\$553,423,182	\$973,800,737	46.8	250
Total Food & Drink	722	\$168,762,513	\$81,153,983	\$87,608,530	35.1	139

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$361,368,231	\$172,468,873	\$188,899,358	35.4	55
Automobile Dealers	4411	\$302,753,158	\$135,955,548	\$166,797,610	38.0	32
Other Motor Vehicle Dealers	4412	\$37,428,757	\$30,431,283	\$6,997,474	10.3	12
Auto Parts, Accessories & Tire Stores	4413	\$21,186,316	\$6,082,042	\$15,104,274	55.4	11
Furniture & Home Furnishings Stores	442	\$48,041,578	\$4,782,316	\$43,259,262	81.9	10
Furniture Stores	4421	\$29,183,135	\$3,013,648	\$26,169,487	81.3	4
Home Furnishings Stores	4422	\$18,858,442	\$1,768,668	\$17,089,774	82.9	6
Electronics & Appliance Stores	443	\$65,253,215	\$31,695,099	\$33,558,116	34.6	22
Bldg Materials, Garden Equip. & Supply Stores	444	\$76,194,161	\$34,077,886	\$42,116,275	38.2	20
Bldg Material & Supplies Dealers	4441	\$69,747,692	\$31,306,166	\$38,441,526	38.0	17
Lawn & Garden Equip & Supply Stores	4442	\$6,446,468	\$2,771,721	\$3,674,747	39.9	3
Food & Beverage Stores	445	\$285,343,485	\$93,349,704	\$191,993,781	50.7	31
Grocery Stores	4451	\$265,891,234	\$89,944,957	\$175,946,277	49.4	25
Specialty Food Stores	4452	\$8,258,561	\$1,906,179	\$6,352,382	62.5	4
Beer, Wine & Liquor Stores	4453	\$11,193,690	\$1,498,568	\$9,695,122	76.4	2
Health & Personal Care Stores	446,4461	\$79,789,984	\$22,442,384	\$57,347,600	56.1	14
Gasoline Stations	447,4471	\$104,142,495	\$19,132,993	\$85,009,502	69.0	8
Clothing & Clothing Accessories Stores	448	\$79,453,189	\$7,552,545	\$71,900,644	82.6	16
Clothing Stores	4481	\$56,543,390	\$5,273,182	\$51,270,208	82.9	13
Shoe Stores	4482	\$8,834,271	\$1,549,688	\$7,284,583	70.2	2
Jewelry, Luggage & Leather Goods Stores	4483	\$14,075,528	\$729,675	\$13,345,853	90.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$43,457,553	\$11,257,209	\$32,200,344	58.9	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$35,052,110	\$11,021,518	\$24,030,592	52.2	12
Book, Periodical & Music Stores	4512	\$8,405,443	\$235,691	\$8,169,752	94.5	1
General Merchandise Stores	452	\$291,233,907	\$115,234,809	\$175,999,098	43.3	11
Department Stores Excluding Leased Depts.	4521	\$225,329,152	\$108,932,574	\$116,396,578	34.8	4
Other General Merchandise Stores	4529	\$65,904,756	\$6,302,235	\$59,602,521	82.5	7
Miscellaneous Store Retailers	453	\$49,086,086	\$26,109,449	\$22,976,637	30.6	41
Florists	4531	\$2,745,964	\$884,579	\$1,861,385	51.3	5
Office Supplies, Stationery & Gift Stores	4532	\$14,723,668	\$6,361,888	\$8,361,780	39.7	11
Used Merchandise Stores	4533	\$7,516,738	\$2,964,575	\$4,552,163	43.4	6
Other Miscellaneous Store Retailers	4539	\$24,099,716	\$15,898,406	\$8,201,310	20.5	19
Nonstore Retailers	454	\$43,860,036	\$15,319,914	\$28,540,122	48.2	8
Electronic Shopping & Mail-Order Houses	4541	\$31,676,912	\$2,749,487	\$28,927,425	84.0	3
Vending Machine Operators	4542	\$2,439,414	\$0	\$2,439,414	100.0	0
Direct Selling Establishments	4543	\$9,743,711	\$12,570,427	-\$2,826,716	-12.7	5
Food Services & Drinking Places	722	\$168,762,513	\$81,153,983	\$87,608,530	35.1	139
Full-Service Restaurants	7221	\$93,189,636	\$37,079,992	\$56,109,644	43.1	82
Limited-Service Eating Places	7222	\$70,864,846	\$42,291,364	\$28,573,482	25.3	52
Special Food Services	7223	\$3,468,218	\$1,782,627	\$1,685,591	32.1	5
Drinking Places - Alcoholic Beverages	7224	\$1,239,813	\$0	\$1,239,813	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.  
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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