

#### **ECONOMY: STRONG EMPLOYMENT BASE**

The Fredericksburg regional unemployment rate dropped 10 basis points (bps) year-over-year (YOY), indicating continued job growth. With an unemployment rate of 3.1%, this remains well below the national average rate of 4.2%. The University of Mary Washington has earned recognition in the latest U.S. News & World Report rankings, placing #9 among top public schools and #132 among national liberal arts colleges. Meanwhile, the region is experiencing significant growth, with over 9,900 acres under construction or planned for data center development.

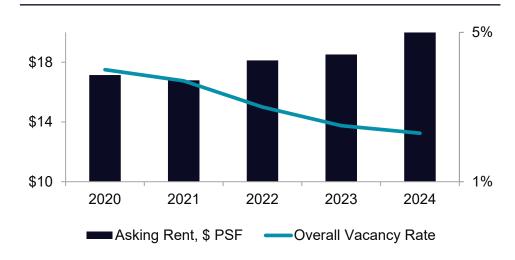
#### SUPPLY OR DEMAND: HISTORIC LOW VACANCY

The vacancy rate closed the quarter at 2.3%, an increase of just 20 bps since the historic low hit midyear and flat YOY. The year's leasing activity topped 426,000 square feet (sf) with overall net absorption of just over 57,000 sf. Deliveries totaled 85,618 sf for the year, with all product preleased prior to completion. The construction pipeline remains active with 155,115 sf currently in development with preleasing in 61% of those projects. 5980 Plank Road is planned to deliver in the second quarter, and will total 76,000 sf of neighborhood center space, helping with the supply side limitations.

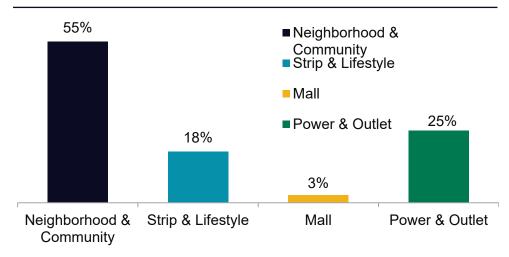
#### PRICING: RATES ON THE RISE

Overall quoted rates continue to rise, closing the fourth quarter at \$20.60 per square foot (psf), as increase of almost 9% YOY. Quarterly sales activity totaled \$27.2 million with annual volume just under \$74 million. The top sale transaction was located at 860 Richmond Highway in Stafford County. This 6,040 sf building sold for \$5.2 million, or \$859.65 psf. Following behind was 10520 James Madison Parkway. Located in King George County, this 2,709 sf building transacted for \$3.87 million, or \$1,428.57 psf.

#### **SPACE DEMAND / DELIVERIES**



### **AVAILABILITY BY PROPERTY TYPE**



Better never settles
© 2025 Cushman & Wakefield

# FREDERICKSBURG RETAIL Q4 2024

## MARKET STATISTICS

SUBMARKET	INVENTORY (SF)	DIRECT VACANT (SF)	SUBLET VACANT (SF)	OVERALL VACANCY RATE	CURRENT QTR OVERALL NET ABSORPTION (SF)	YTD OVERALL NET ABSORPTION (SF)	UNDER CNSTR (SF)	OVERALL AVG ASKING RENT (NNN)*
Caroline County	804,309	2,920	0	0.4%	7,765	21,498	5,919	\$33.79
Fredericksburg City	5,497,189	82,314	0	1.5%	1,567	-15,878	8,500	\$18.22
King George County	1,108,543	73,600	1,298	6.8%	-2,500	4,522	0	\$19.65
Spotsylvania County	8,279,422	200,388	31,688	2.8%	16,104	-59,323	109,860	\$21.47
Stafford County	5,894,262	100,592	0	1.7%	17,686	106,344	30,836	\$21.67
FREDERICKSBURG TOTALS	21,583,725	459,814	32,986	2.3%	40,622	57,163	155,115	\$21.01

<sup>\*</sup>Rental rates reflect Triple Net asking \$PSF/Year

## **KEY LEASE TRANSACTIONS Q4 2024**

PROPERTY	SUBMARKET	TENANT	SF	ТҮРЕ
10604 Courthouse Road	Spotsylvania County	Undisclosed	13,813	New
5099 Patriot Highway	Spotsylvania County	Undisclosed	6,758	New
1100-1140 Stafford Market Place	Stafford County	Undisclosed	5,888	New
1380-1386 Carl D Silver Parkway	Fredericksburg City	River Rock Outfitters	4,200	New
325 Garrisonville Road	Stafford County	Massage Envy	2,500	Renewal

## **KEY SALES TRANSACTIONS Q4 2024**

PROPERTY	SUBMARKET	SELLER / BUYER	SF	PRICE / \$ PSF
400-410 Amaret St	Fredericksburg City	Fredericksburg Auto Parts Inc / Jarrell Properties, Inc.	18,758	\$1.9M / \$100
3502 Plank Road	Spotsylvania County	Hallberg, LP / Taste of Tandoor	12,190	\$2.03 / \$167
860 Richmond Highway	Stafford County	6s Wawa Cranes Corner VA / Wgv LC	6,049	\$5.2M / \$860
1698 Carl D Silver Parkway	Fredericksburg City	Artemis Real Estate Partners / Paladin Company	4,016	\$3.4M / \$847
10520 James Madison Parkway	King George County	The Niki Group / Zusin Development	2,709	\$3.9M / \$1,429

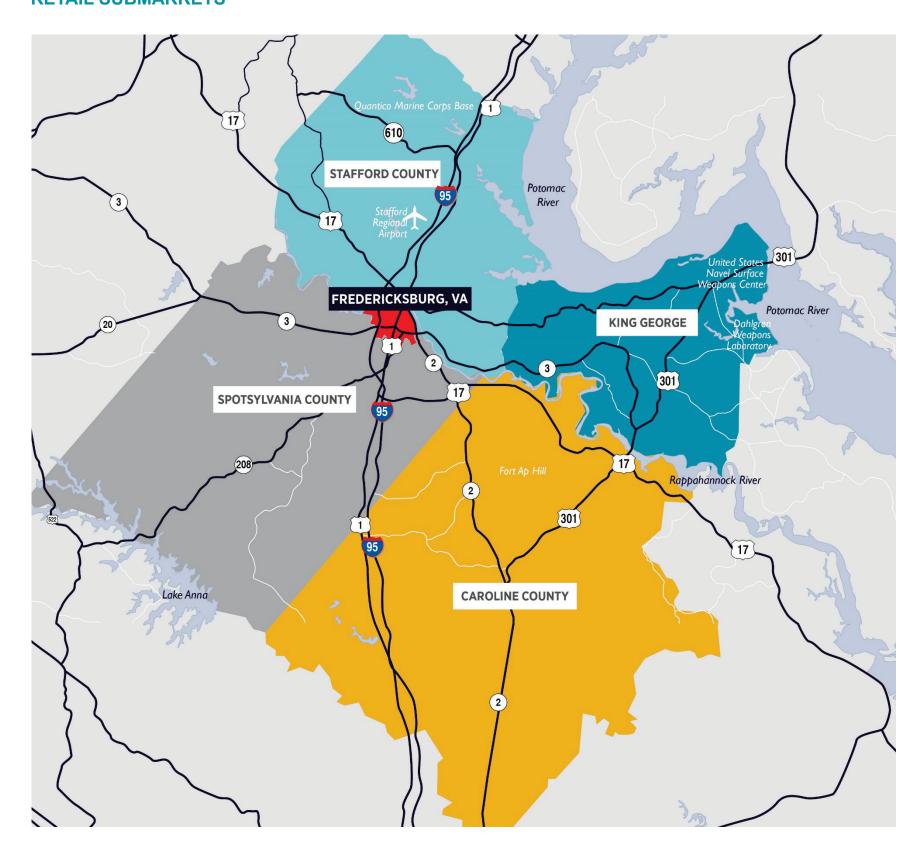
## **KEY CONSTRUCTION COMPLETIONS 2024**

PROPERTY	SUBMARKET	MAJOR TENANT	SF	OWNER / DEVELOPER
25550 A P Hill Boulevard	Caroline County	Royal Farms	5,440	Two Farms Inc.
4900 Plank Road	Spotsylvania County	Valvoline	2,500	Sumner Partners, LLC

© 2025 Cushman & Wakefield

## FREDERICKSBURG RETAIL Q4 2024

## **RETAIL SUBMARKETS**



## **VIRGIL NELSON, CCIM**

Senior Vice President
Tel: +1 540 322 4150
virgil.nelson@thalhimer.com

#### **SHARON SCHMIDT**

Senior Associate
Tel: +1 540 322 4155
sharon.schmidt@thalhimer.com

Independently Owned and Operated / A Member of the Cushman & Wakefield Alliance

#### A CUSHMAN & WAKEFIELD RESEARCH PUBLICATION

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2023, the firm reported revenue of \$9.5 billion across its core services of property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), sustainability and more. For additional information, visit <a href="https://www.cushmanwakefield.com">www.cushmanwakefield.com</a>.

©2025 Cushman & Wakefield. All rights reserved. The information contained within this report is gathered from multiple sources believed to be reliable, including reports commissioned by Cushman & Wakefield ("CWK"). This report is for informational purposes only and may contain errors or omissions; the report is presented without any warranty or representations as to its accuracy.

Nothing in this report should be construed as an indicator of the future performance of CWK's securities. You should not purchase or sell securities—of CWK or any other company—based on the views herein. CWK disclaims all liability for securities purchased or sold based on information herein, and by viewing this report, you waive all claims against CWK as well as against CWK's affiliates, officers, directors, employees, agents, advisers and representatives arising out of the accuracy, completeness, adequacy or your use of the information herein.

© 2025 Cushman & Wakefield