



ELITE



LIBERTY PLACE

STREET LEVEL RETAIL & OFFICE • LUXURY CONDOS

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PROPERTY SUMMARY

LIBERTY PLACE ▪ FREDERICKSBURG-VA

LIBERTY PLACE

Premier Downtown Redevelopment

Summary of Opportunity

Coldwell Banker Commercial Elite is pleased to present Liberty Place, the newest, upscale, mixed use redevelopment project in Downtown Fredericksburg. This is the most recent of a few redevelopment projects underway that will revitalize one of the most prominent gateways into historic downtown Fredericksburg.

Liberty Place will feature 43 luxury condos that would range from 800 and 3,500 square feet. The project will also include underground parking and an outdoor courtyard lined with restaurants, boutique stores and office. Liberty Place plans to offer up to 55,000 SF of commercial space comprising of 15,000 +/- SF of retail, 10,000 SF for Restaurant and 30,000 +/- SF of office space.

The development is situated near the heart of Historic downtown Fredericksburg & along a main restaurant & retail corridor. The retail space will have significant frontage on William & Winchester Streets. William Street has become a center for redevelopment in the downtown district. Projects such as Amelia Square, a mixed-use development that features 22 luxury brownstone townhomes, has spurred a chain of redevelopment projects along the William Street corridor. The townhomes at Amelia Square have nearly all been sold with one representing the highest home sale price in the Fredericksburg Region for 2014.

The project is also within walking distance from University of Mary Washington, this location experiences great foot and vehicle traffic daily with numbers tremendously increasing on weekends. The City of Fredericksburg has been the fastest growing locality in Virginia for the past 8 years and is slated to continue this pattern of substantial growth.



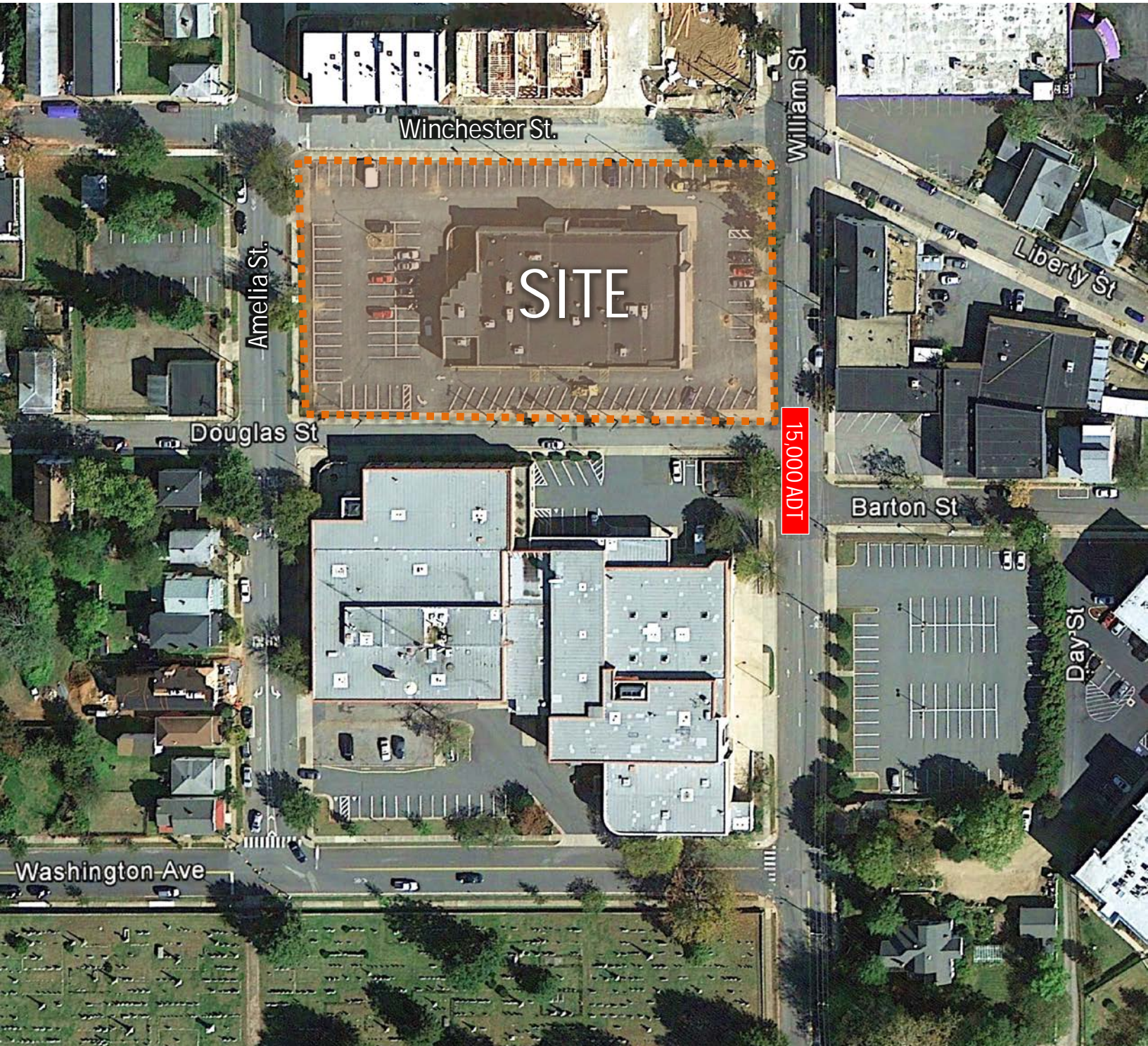
- Planned and Approved 133,000 +/- SF, 4-Story luxury mixed use building
- Planned Ground Breaking – Fall 2016; Delivery Late 2017
- 44 Luxury, High-end Condos, some of which will be two levels
- Up to 55,000 SF of Commercial Space: 15,000 +/- SF of Street Level Retail, 10,000 +/- SF of Restaurant Space and 30,000 +/- SF of office space*
- The project will feature an outdoor, open courtyard with outdoor seating and dining options
- Within walking distance from University of Mary Washington: 5,200 enrollment
- Fredericksburg is the fastest-growing locality in Virginia since 2010, increasing by more than 15%
- High daytime/employee population

* Commercial Space total are approximate and subject to change

LIBERTY PLACE

Premier Downtown Redevelopment

Aerial Property Exhibit



Property Overview



607 William Street



1.46 Acre lot with existing Office building to be redeveloped. The current RBA is 26,000 SF, where as the RBA planned upon completion of project will be 133,000 SF.

The project is planned to feature approximately 52 luxury condos and 27,000 SF of commercial space, with a mix of uses to include offices, retail and restaurants on the street level, underground parking and condominiums above.

Design work is underway, the underground parking will be a first for Fredericksburg, with spaces for both condo residents and patrons of the businesses.

The condos are expected to range in price from \$400,000 to \$1 Million +.

Existing

- RBA: 26,000 SF
- Current Use: Office
- Year Built- 1979
- # of Stories: 2

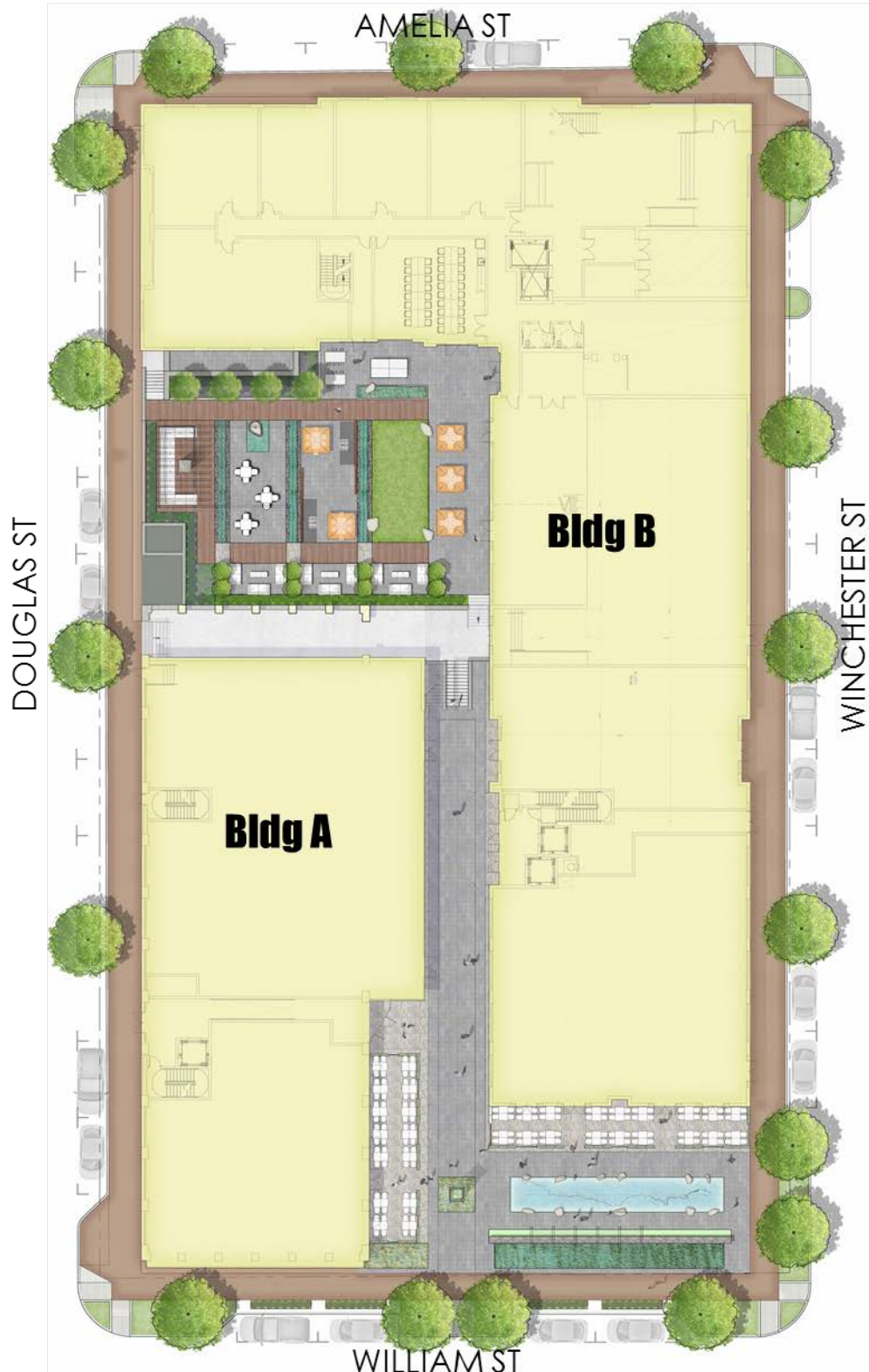
The Plan

RBA Planned: 133,000 SF
52 Luxury Condos & 45,000 SF of Commercial
30,000 SF Office; 15,000 SF Retail

Planned Construction Start-Fall 2016

of Stories Planned: 4

Property Overview



LIBERTY PLACE

Premier Downtown Redevelopment

Project Renderings



LIBERTY PLACE

Premier Downtown Redevelopment

Project Renderings-Landscaping





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MARKET OVERVIEW

FREDERICKSBURG-VA



LIBERTY PLACE**Premier Downtown Redevelopment****Location-Fredericksburg Region**

The Greater Fredericksburg Region encompasses 1,400 square miles of land area including the City of Fredericksburg and the surrounding counties of Spotsylvania, Stafford, King George and Caroline. Strategically located midway between Washington D.C. (the 4th largest market in the U.S) and Richmond, VA, the region offers outstanding business, educational and recreational opportunities.

As of 2014, the Fredericksburg Region had a total population of 344,631, and is anticipated to double in the next 25 years. For the past eight years, the Fredericksburg Region has been the fastest growing region in the Commonwealth of Virginia and is nationally ranked as well. Recent census data from the U.S. Census Bureau has ranked the City of Fredericksburg as the 6th fastest growing locality in the U.S. with a growth rate of 5.8% between April, 2010 to July, 2011. Fredericksburg has also been ranked as Virginia's fastest-growing locality since 2010, increasing by more than 15% in a new study released by the University of Virginia's Weldon Cooper Center.

Propelling the population growth is the Region's Employment base. Ranked as the #1 Growth Region, the Fredericksburg area has seen the highest rate of business growth in Virginia for the past 5 years. The Region is home to 3 large military installations including Marine Corps Base Quantico, Dahlgren Surface Naval Warfare Center, and Fort A.P. Hill, which combined infuse over \$7 billion into the economy yearly.

The Region's population growth has spurred housing market expansion and has played a major role in economic growth, assisting in the overall recovery from the "great recession".

Quick Highlights-City of Fredericksburg

- The City of Fredericksburg is the fastest growing locality in the Commonwealth of Virginia!
- The City of Fredericksburg is rich with historical attractions, over \$157 million spent annually on Tourism
- Nearly 40% College Degree attainment
- #5 Of the Top on USA Today's "10 Best College Towns in the US"
- Home to the University of Mary Washington: Enrollment: 5,200

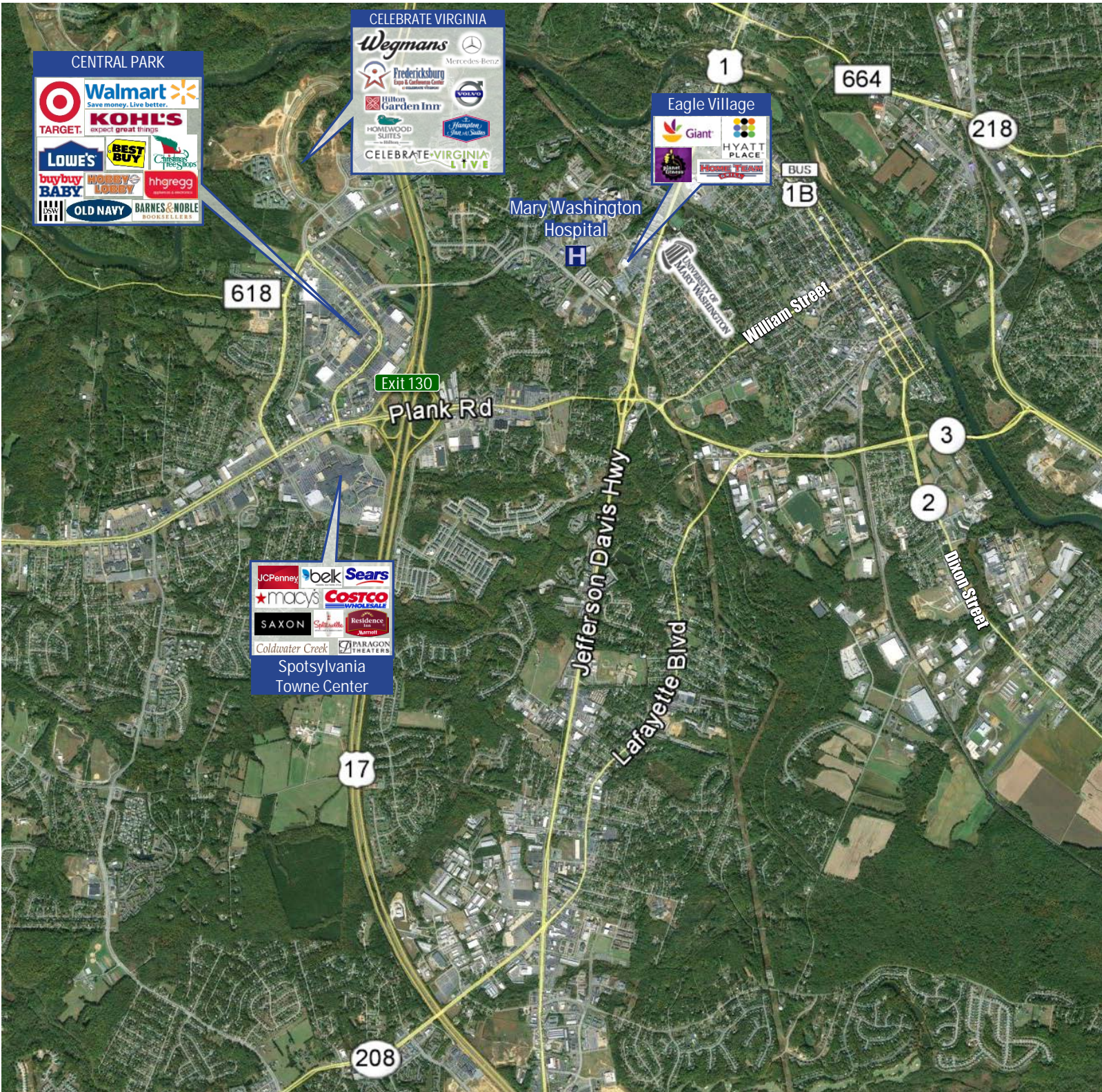
Greater Fredericksburg Region

- The Fredericksburg Region has a total population over 340,000
- 3 Military Installations located in the Region: Marine Corps Base Quantico (Stafford), A.P. Hill (Spotsylvania), Dahlgren (King George); These bases employ over 40,000 people and produce an economic impact of \$7 Billion annually
- 4 VRE (Virginia Railway Express) Stations: The Spotsylvania VRE Station is planned to open 2015

LIBERTY PLACE

Premier Downtown Redevelopment

Aerial Proximity Map



LIBERTY PLACE

Premier Downtown Redevelopment

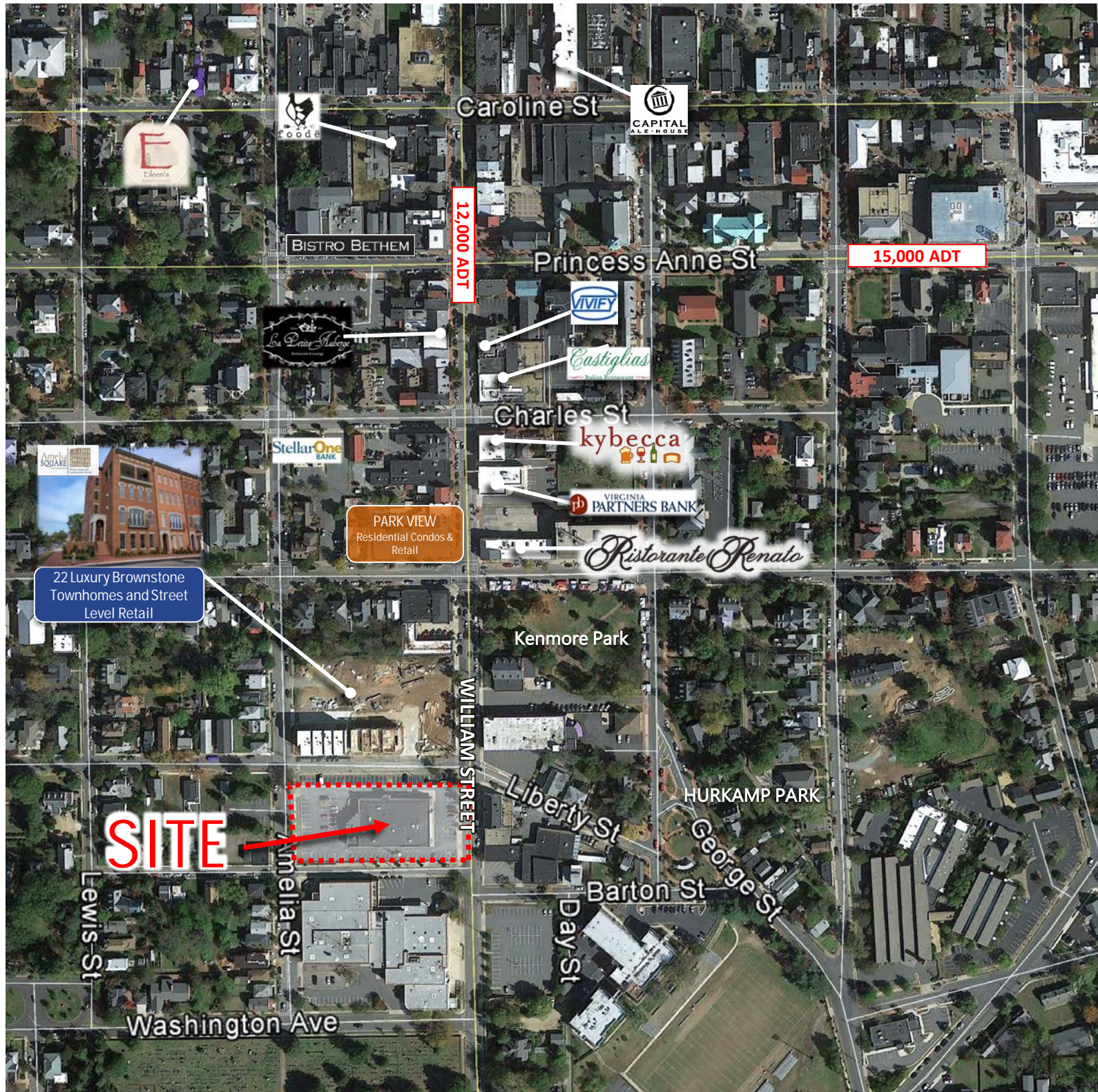
Aerial Proximity Map



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Premier Downtown Redevelopment

Aerial Proximity Map-William Street Corridor



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Premier Downtown Redevelopment

The Market-Fredericksburg Redevelopment

The Landscape in Downtown Fredericksburg is Changing.

The William/Amelia Street Corridor has become the center for redevelopment in the City of Fredericksburg's Downtown district. The passage of the city's Unified Development Ordinance (UDO) has invigorated interest among developers in a variety of mixed-use projects that will provide both commercial and residential living opportunities.



WILLIAM STREET DISTRICT
PROPOSED PLAN VIEW



EXISTING STRUCTURES (RECOMMENDED USES)

1. FREDERICKSBURG CEMETERY & GATE
2. CONFEDERATE CEMETERY & GATE
3. ST. GEORGE'S CEMETERY
4. HURKAMP PARK
5. JAMES MONROE MUSEUM AND PRESIDENTIAL LIBRARY
6. MAURY SCHOOL
7. MAURY FIELD
8. OLD FREDERICKSBURG HARDWARE

PROPOSED STRUCTURES (RECOMMENDED USES)

9. FREE LANCE STAR HEADQUARTERS, MIXED USE INFILL
10. RESIDENTIAL FACING AMELIA AND WASHINGTON AVENUES
11. RETAIL OFFICE USES FACING WILLIAM STREET
12. DROP-OFF & PARKING ACCESS FOR MIXED USE ON DOUGLAS STREET
13. MIXED-USE INFILL RETAIL FACING WILLIAM STREET, NEW PARKING AND ACCESS FOR MAURY SCHOOL'S ADAPTIVE RE-USE
14. LIBERTY STREET & WING-ESTER STREET AS SPECIAL 'ARTS DISTRICT' STREETS
15. STRUCTURED PARKING AS SUPPORT FOR 'OLD FREDERICKSBURG HARDWARE'
16. MIXED-USE INFILL WITH INTERNAL PARKING
17. WWII MEMORIAL AT CENTURINE INTERSECTION OF GEORGE'S & LIBERTY STREET
18. OPEN AIR 'ARTS' MARKET

LIBERTY PLACE

Premier Downtown Redevelopment

Redevelopment Projects

AMELIA SQUARE, FREDERICKSBURG, VA

BEFORE



- Use: Industrial/Retail
- Former Fredericksburg Hardware Store

Old Fredericksburg Hardware Building. The roughly 2 acre property was purchased in 2006.

AFTER



- Use: Mixed-Use; Residential & Commercial Components
- 22 Luxury Townhomes
- 10,000+ SF of Commercial Space

The property has been redeveloped to feature 22 Luxury Townhomes with high end features such as elevators, covered terraces, beautiful kitchens, and hard wood floors throughout. The project will also feature a retail building on William Street. A restaurant-Sedona House has signed on at the project and plans to begin construction within the year.

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Premier Downtown Redevelopment

Redevelopment Projects

PARKVIEW



0.33 Acre Parcel-Vacant Parking Lot to be developed into a 4-story mixed use building. The project broke ground in April 2015 and is planned to be completed early 2016.

The 17,098 square foot concept will feature the Community Bank of Chesapeake on the first floor. The three floors above will be constructed as high-end residential condos.

Existing

- RBA: N/A
- Current Use: Parking/Vacant

Proposed

RBA upon Completion: 17,098 SF

Planned Use: Retail & Residential Condos



Picture taken May 27, 2015



**COLDWELL
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DEMOGRAPHICS

FREDERICKSBURG -VA



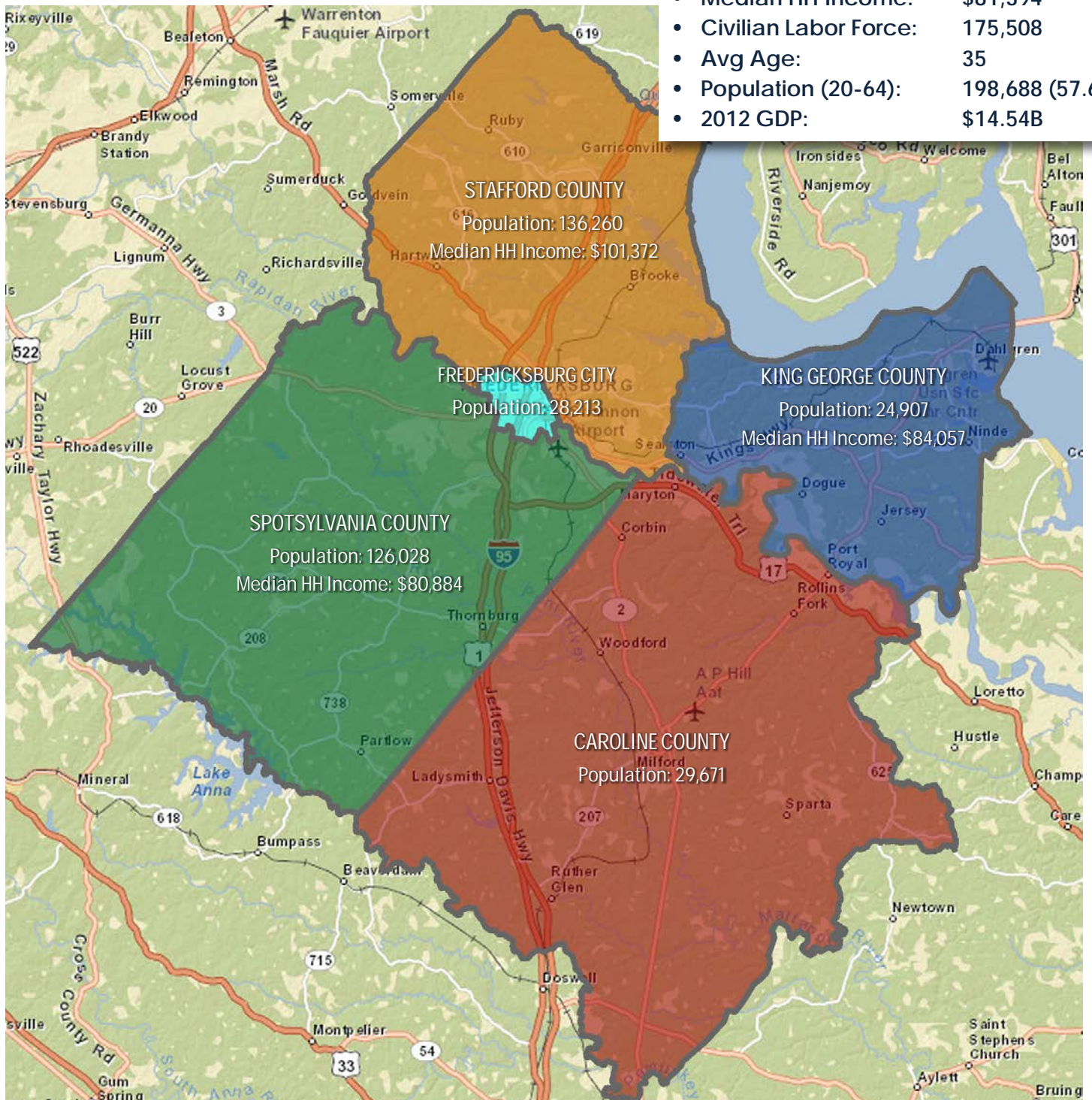
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Premier Downtown Redevelopment

Demographics: Fredericksburg Region

DEMOGRAPHICS (2014): THE REGION

- Population: 344,631
- Households: 177,969
- Median HH Income: \$81,394
- Civilian Labor Force: 175,508
- Avg Age: 35
- Population (20-64): 198,688 (57.6%)
- 2012 GDP: \$14.54B



Demographics: Population, Housing and Growth
1-3-5 Mile Radius From Site

Market Profile

FLS Building
616 Amelia St, Fredericksburg, Virginia, 22401
Rings: 1, 3, 5 mile radii

Latitude: 38.30265
Longitude: -77.46532



	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	10,188	37,663	70,488
2010 Total Population	10,682	47,730	92,000
2014 Total Population	11,777	51,772	98,153
2014 Group Quarters	2,736	2,943	3,377
2019 Total Population	13,604	58,622	107,907
2014-2019 Annual Rate	2.93%	2.52%	1.91%
Household Summary			
2000 Households	3,950	14,588	26,639
2000 Average Household Size	2.00	2.41	2.53
2010 Households	3,988	17,711	33,753
2010 Average Household Size	2.04	2.54	2.63
2014 Households	4,473	19,292	36,094
2014 Average Household Size	2.02	2.53	2.63
2019 Households	5,361	22,038	39,914
2019 Average Household Size	2.03	2.53	2.62
2014-2019 Annual Rate	3.69%	2.70%	2.03%
2010 Families	1,712	11,043	22,581
2010 Average Family Size	2.75	3.12	3.16
2014 Families	1,896	11,829	23,877
2014 Average Family Size	2.71	3.12	3.16
2019 Families	2,247	13,281	26,050
2019 Average Family Size	2.71	3.12	3.16
2014-2019 Annual Rate	3.46%	2.34%	1.76%
Housing Unit Summary			
2000 Housing Units	4,285	15,657	28,413
Owner Occupied Housing Units	38.8%	51.1%	59.0%
Renter Occupied Housing Units	53.3%	42.1%	34.8%
Vacant Housing Units	7.8%	6.8%	6.2%
2010 Housing Units	4,449	19,165	36,147
Owner Occupied Housing Units	38.2%	53.0%	59.0%
Renter Occupied Housing Units	51.5%	39.4%	34.4%
Vacant Housing Units	10.4%	7.6%	6.6%
2014 Housing Units	4,983	20,864	38,658
Owner Occupied Housing Units	36.7%	50.6%	56.7%
Renter Occupied Housing Units	53.1%	41.9%	36.7%
Vacant Housing Units	10.2%	7.5%	6.6%
2019 Housing Units	5,964	23,821	42,724
Owner Occupied Housing Units	35.7%	49.2%	55.6%
Renter Occupied Housing Units	54.1%	43.3%	37.8%
Vacant Housing Units	10.1%	7.5%	6.6%

Demographics: Income Data
1-3-5 Mile Radius From Site

Market Profile

FLS Building
616 Amelia St, Fredericksburg, Virginia, 22401
Rings: 1, 3, 5 mile radii



Longitude: -77.46532

	1 mile	3 miles	5 miles
2014 Households by Income			
Household Income Base	4,473	19,292	36,094
<\$15,000	18.2%	10.8%	8.1%
\$15,000 - \$24,999	12.2%	8.6%	6.8%
\$25,000 - \$34,999	9.8%	9.9%	8.0%
\$35,000 - \$49,999	12.5%	13.4%	13.0%
\$50,000 - \$74,999	16.4%	15.5%	16.5%
\$75,000 - \$99,999	9.8%	11.8%	13.9%
\$100,000 - \$149,999	11.0%	18.4%	21.7%
\$150,000 - \$199,999	3.8%	6.8%	7.7%
\$200,000+	6.3%	4.8%	4.3%
Average Household Income	\$68,345	\$79,468	\$84,942
2019 Households by Income			
Household Income Base	5,361	22,038	39,914
<\$15,000	17.3%	10.5%	7.7%
\$15,000 - \$24,999	10.0%	7.0%	5.4%
\$25,000 - \$34,999	7.3%	6.9%	5.3%
\$35,000 - \$49,999	11.8%	12.8%	12.1%
\$50,000 - \$74,999	16.1%	15.4%	16.2%
\$75,000 - \$99,999	11.1%	13.5%	15.6%
\$100,000 - \$149,999	12.9%	19.5%	22.7%
\$150,000 - \$199,999	5.7%	8.3%	9.4%
\$200,000+	7.8%	6.0%	5.5%
Average Household Income	\$80,535	\$89,488	\$95,216
2014 Owner Occupied Housing Units by Value			
Total	1,828	10,560	21,910
<\$50,000	0.2%	0.4%	0.3%
\$50,000 - \$99,999	1.8%	3.2%	2.6%
\$100,000 - \$149,999	4.7%	7.4%	8.8%
\$150,000 - \$199,999	8.0%	11.9%	15.0%
\$200,000 - \$249,999	11.3%	16.4%	17.7%
\$250,000 - \$299,999	16.0%	15.7%	15.8%
\$300,000 - \$399,999	22.7%	23.3%	23.0%
\$400,000 - \$499,999	13.8%	12.5%	9.7%
\$500,000 - \$749,999	12.1%	6.4%	4.6%
\$750,000 - \$999,999	3.3%	1.1%	0.9%
\$1,000,000 +	6.0%	1.6%	1.5%
Average Home Value	\$412,452	\$320,617	\$302,803
2019 Owner Occupied Housing Units by Value			
Total	2,132	11,715	23,751
<\$50,000	0.1%	0.2%	0.1%
\$50,000 - \$99,999	0.8%	1.7%	1.4%
\$100,000 - \$149,999	1.9%	3.9%	4.0%
\$150,000 - \$199,999	4.2%	7.6%	9.8%
\$200,000 - \$249,999	7.6%	13.2%	15.0%
\$250,000 - \$299,999	9.4%	12.4%	13.4%
\$300,000 - \$399,999	19.4%	23.5%	25.8%
\$400,000 - \$499,999	17.9%	15.7%	14.1%
\$500,000 - \$749,999	18.5%	15.4%	11.3%
\$750,000 - \$999,999	9.9%	3.9%	2.8%
\$1,000,000 +	10.2%	2.5%	2.2%
Average Home Value	\$531,786	\$397,787	\$370,567

CONTACT INFORMATION

BACKGROUND

Ben Keddle is the Vice President and Managing Broker for Coldwell Banker Commercial Elite, specializing in Office Sales/Leasing, Land Sales, Tenant Representation, and Investment Properties. Over the last few years, he has closed \$75 Million plus in Commercial Real Estate Transactions representing and working with large and small investors, owners and tenants in the Region. A seasoned real estate professional, Ben's skills are much appreciated by his clients. He is known to be persistent and a person who gets the job done. By placing the client's interest first, Ben is able to build strong, lasting relationships.



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Heather Hagerman is a Senior Sales and Leasing agent with Coldwell Banker Commercial Elite. She brings an abundance of energy and insight to her Real Estate business, with a strong drive and determination to achieve the best possible result for her clients. Having owned and operated a successful marketing company for eight years prior to starting her real estate business allows Heather to bring a unique advantage when marketing her client's properties for sale or lease. She specializes in office and retail sales and leasing, Investment sales and tenant representation. In the past twenty months, Heather has closed over \$48M in transactional volume. She works tirelessly for her clients and is a valued part of the team.



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