



COLDWELL BANKER
COMMERCIAL
ELITE

SITE OF PROPOSED GREENBRIER PLACE

Proposed mixed-use redevelopment
featuring approximately 199 residential units

Plank Rd

PAD SITE REDEVELOPMENT OPPORTUNITY
FOR SALE OR GROUND LEASE | 0.52 AC

2062 Plank Rd, Fredericksburg, VA 22401

PRICING
\$2,680,000
GROUND LEASE
\$160,000/YR

2062 Plank Road presents a compelling pad site redevelopment opportunity positioned along one of Fredericksburg’s busiest commercial corridors. This ±0.52-acre infill parcel offers direct frontage on Route 3 / Plank Road with estimated traffic counts of approximately ±40,000 vehicles per day, providing exceptional visibility, accessibility, and long-term positioning within a rapidly evolving trade area.

Strategically located immediately adjacent to the proposed Greenbrier Place redevelopment, the site stands to benefit from the introduction of approximately 199 new residential units and the continued transformation of the corridor from legacy strip retail into a modern, residential-driven commercial environment. As obsolete retail inventory is removed and reinvestment accelerates, the subject property is well positioned to capture growing demand from retail, restaurant, medical, and service-oriented users seeking frontage along this highly trafficked corridor.

The property is zoned Commercial Highway (CH), allowing for a broad range of commercial uses including quick-service restaurants, coffee concepts, medical office, automotive retail, financial services, and single-tenant net lease development. Existing utilities are already in place, further enhancing the site’s redevelopment potential and reducing development complexity.

With multiple execution strategies available—including owner-user occupancy, ground lease, or redevelopment for investment purposes—2062 Plank Road represents a rare opportunity to secure highly visible frontage in one of Fredericksburg’s most active and rapidly improving commercial corridors.

KEY HIGHLIGHTS

- **Prime Route 3 Frontage** -Direct frontage along Plank Road with approximately ±40,000 VPD providing exceptional visibility and exposure
- **Adjacent to Greenbrier Place Redevelopment** -Positioned next to an approved ~199-unit residential redevelopment project driving future population growth and consumer demand
- **±0.52-Acre Infill Pad Site** - Rare redevelopment parcel within an established and supply-constrained commercial corridor
- **Flexible CH Zoning** -Supports retail, restaurant, medical, service, automotive, and commercial development uses
- **Multiple Execution Strategies** -Ideal for owner-users, ground lease opportunities, build-to-suit concepts, or net lease development
- **Strong Corridor Transformation** -Benefit from continued reinvestment and replacement of obsolete retail with modern mixed-use development
- **Utilities Already In Place** -Existing infrastructure supports accelerated redevelopment timelines and reduced entitlement complexity
- **Excellent Regional Connectivity** - Minutes from Interstate 95, Central Park, and major Fredericksburg retail and commuter corridors
- **Land-Driven Investment Opportunity** - Positioned to benefit from increasing tenant demand and rising pad site values within the Route 3 corridor

PROPERTY DEMOGRAPHICS

POPULATION	3-MILE	5-MILE	10-MILE
2024 Population	54,143	126,730	212,921
HOUSEHOLDS	3-MILE	5-MILE	10-MILE
2024 Households	21,342	47,468	76,431
INCOME	3-MILE	5-MILE	10-MILE
2024 Avg. Household Income	\$118,444	\$127,703	\$134,769



Plank Road

 40,000 ADT



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OFFERING MEMORANDUM

PAD SITE REDEVELOPMENT OPPORTUNITY | ROUTE 3 CORRIDOR

2062 PLANK RD, FREDERICKSBURG, VA 22401

FOR MORE INFORMATION PLEASE CONTACT:



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