



New
PUBLIX
DEVELOPMENT

Rockfish Village

ROCKFISH ROAD & KING ROAD, FAYETTEVILLE, NC 28306

Delivering Fall 2026



BRANCH
PROPERTIES

WES THURMOND

📞 (980) 498-3299

✉ wthurmond@atlanticretail.com

JOHN VAROL

📞 (980) 498-3291

✉ jvarol@atlanticretail.com

RICHARD WILES

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✉ rwiles@branchprop.com

SARABETH BAUER

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76,887 square foot shopping center locted in Fayetteville, NC

48,387 Sq Ft Publix anchor / 28,500 Sq Ft of retail

2.4 AC outparcel

20 minute drive time to Fort Bragg, one of the largest military bases in the world with over 52,000 military personnel

3 MILE RADIUS

POPULATION 

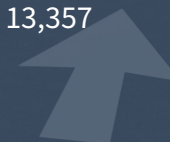
2023 Estimated	36,753
2028 Projected	37,513

HOUSEHOLDS 

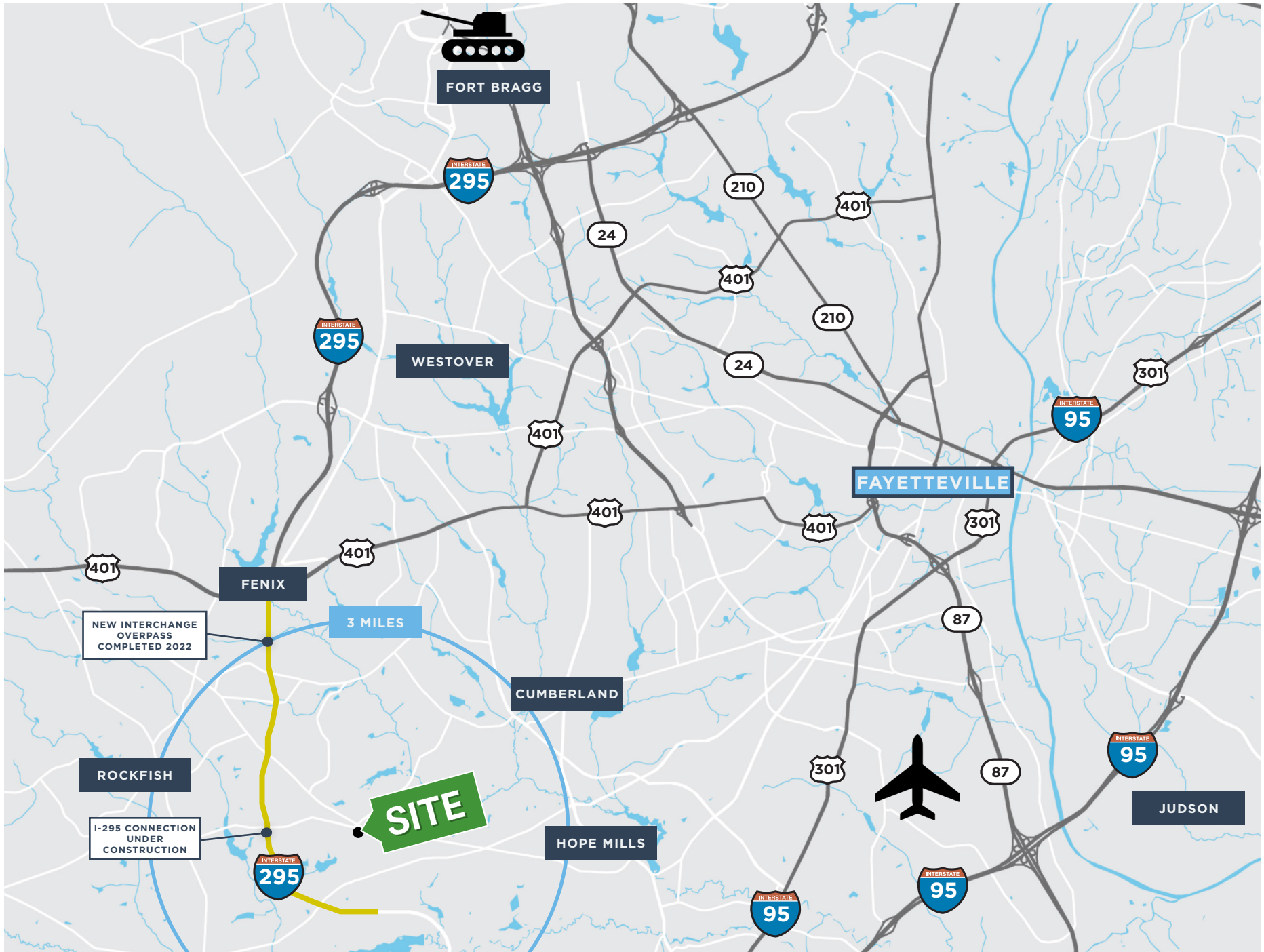
2023 Estimated	13,248
2028 Projected	13,357

AVERAGE HOUSEHOLD INCOME 

2023 Estimated	\$101,544
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i AREA MAP



3 MILE RADIUS

UPCHURCHES POND

I-295 CONNECTION UNDER CONSTRUCTION

CAMDEN WOODS
296 HOMES

PEAR TREE
326 HOMES

JACK BRITT HIGH SCHOOL
#2 RATED HIGH SCHOOL IN CUMBERLAND COUNTY
9/10 GREAT SCHOOLS RATING
1,884 STUDENTS GRADE 9-12

STONEY POINT ELEMENTARY SCHOOL
TOP 5 ELEMENTARY SCHOOL IN CUMBERLAND COUNTY
8/10 GREAT SCHOOLS RATING
944 STUDENTS K-5

WENDEMERE
96 HOMES

SITE

ROCKFISH ROAD
14,900 VPD



THE RESERVE TRAEMOOR
72 UNITS UNDER CONSTRUCTION

TRAEMOOR MANOR
109 HOMES

LAKEWOOD DRIVE
11,100 VPD

GATES FOUR GOLF & COUNTRY CLUB
1,060 HOMES AT COMPLETION
SALES \$400K - \$1.5M

20 MINUTE DRIVE TIME TO FORT LIBERTY
ONE OF THE LARGEST MILITARY BASES IN THE WORLD
52,000 MILITARY PERSONNEL

3 MILE RADIUS

HIGHLAND POINT AT SUMMER GROVE
197 HOMES AT COMPLETION

BIRCH CREEK
511 HOMES

GEORGE TOWN ESTATES
165 LOTS

ROSEMEADE DR
245 HOMES

20 MINUTE DRIVE TIME TO DOWNTOWN FAYETTEVILLE

GATES FOUR GOLF & COUNTRY CLUB
1,060 HOMES AT COMPLETION
SALES \$400K - \$1.5M

LEGACY
50 HOMES AT COMPLETION

TRAEMOOR MANOR
109 HOMES

THE RESERVE TRAEMOOR
72 UNITS UNDER CONSTRUCTION

LAKWOOD DRIVE
11,100 VPD

JACK BRITT HIGH SCHOOL
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Harris Teeter

McDonald's

Popeyes

TACO BELL

FOOD LION

ROCKFISH ROAD
14,900 VPD

CVS

STONEY POINT ELEMENTARY SCHOOL
TOP 5 ELEMENTARY SCHOOL IN CUMBERLAND COUNTY
8/10 GREAT SCHOOLS RATING
944 STUDENTS K-5

SITE

WENDEMERE
96 HOMES

PEARTREE
326 LOTS



RAYCONDA RD
COMMUNITY
523 HOMES

TARLTON
PLANTATION
164 HOMES

1-295 CONNECTION
UNDER CONSTRUCTION
1.5 MILES FROM SITE

PRESTON
203 HOMES

LANDSDOWNE
154 HOMES

GATES FOUR GOLF &
COUNTRY CLUB
1,060 HOMES AT
COMPLETION
SALES \$400K - \$1.5M

TRAEMOOR MANOR
109 HOMES

LAKEWOOD DRIVE
11,100 VPD

THE RESERVE TRAEMOOR
72 UNITS
UNDER CONSTRUCTION

3 MILE RADIUS

SPRINGFIELD/
FAIRFIELD
130 HOMES

WESTHAVEN
55 HOMES

WALTA PLACE
261 HOMES

RAVENWOOD
63 HOMES

ARDEN
203 HOMES

WENDEMERE
96 HOMES

ROCKFISH ROAD
14,900 VPD

SITE

PEARTREE
326 LOTS

STONEY POINT ELEMENTARY
SCHOOL
TOP 5 ELEMENTARY SCHOOL IN
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8/10 GREAT SCHOOLS RATING
944 STUDENTS K-5

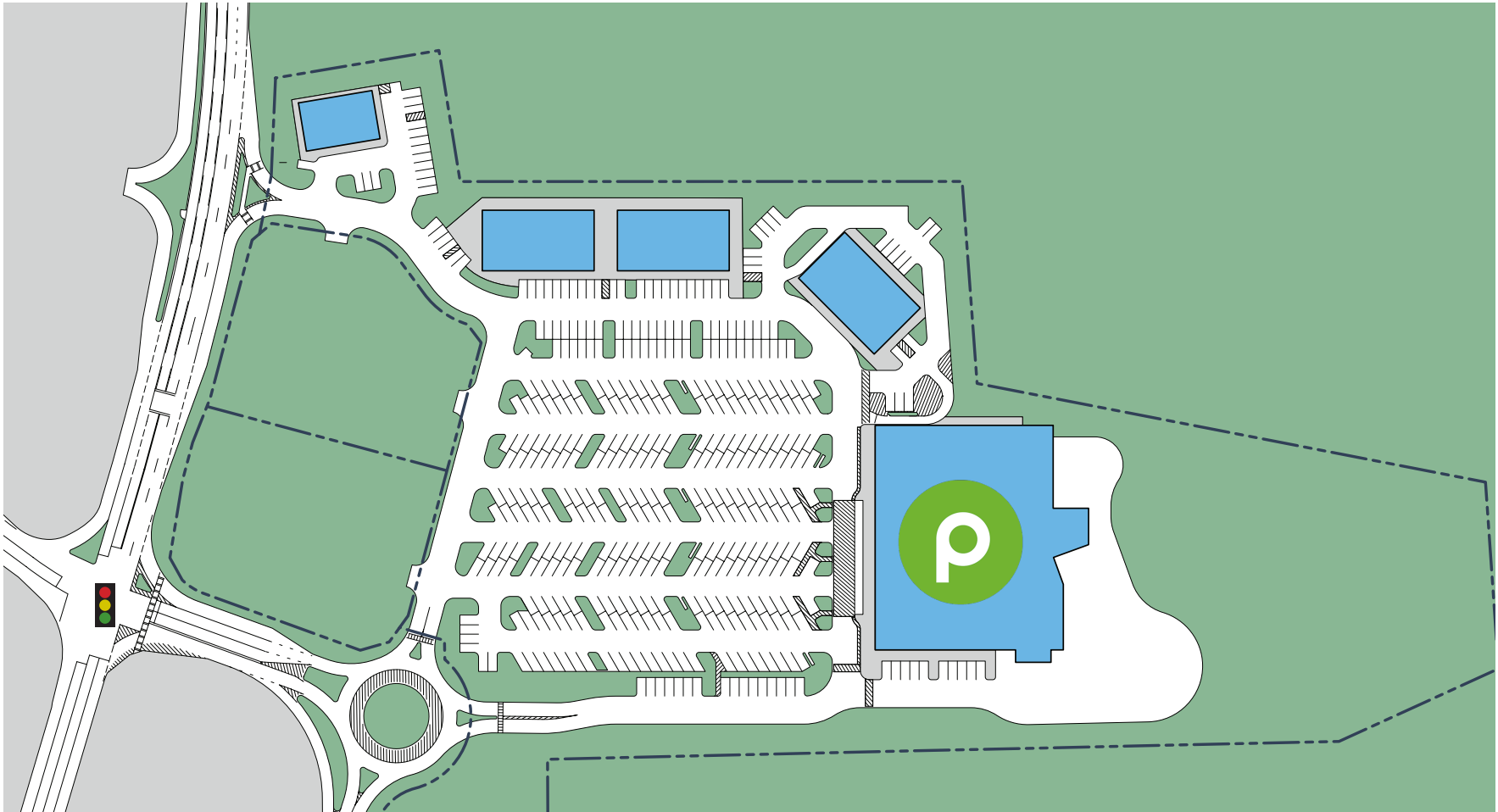
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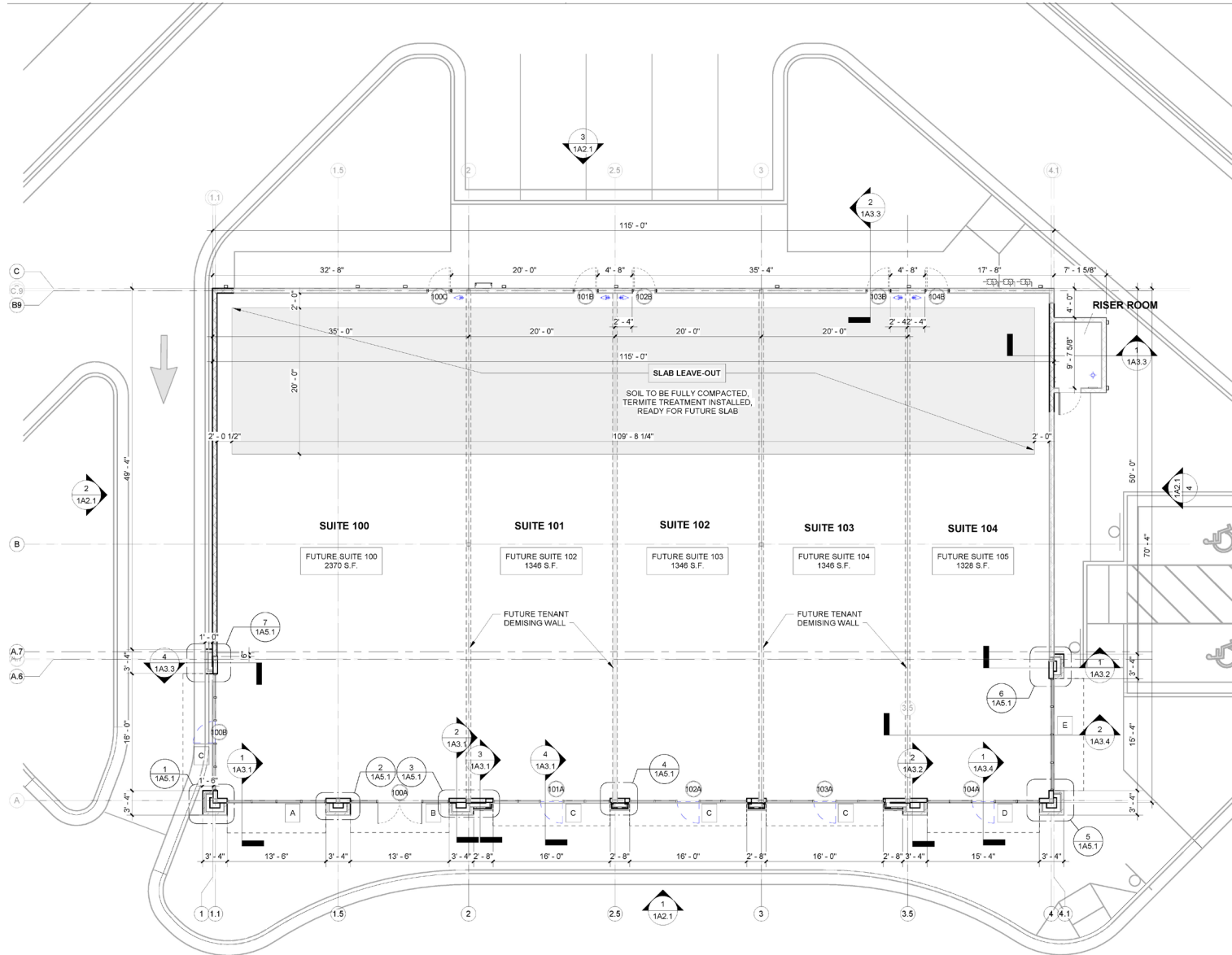
i AREA MAP



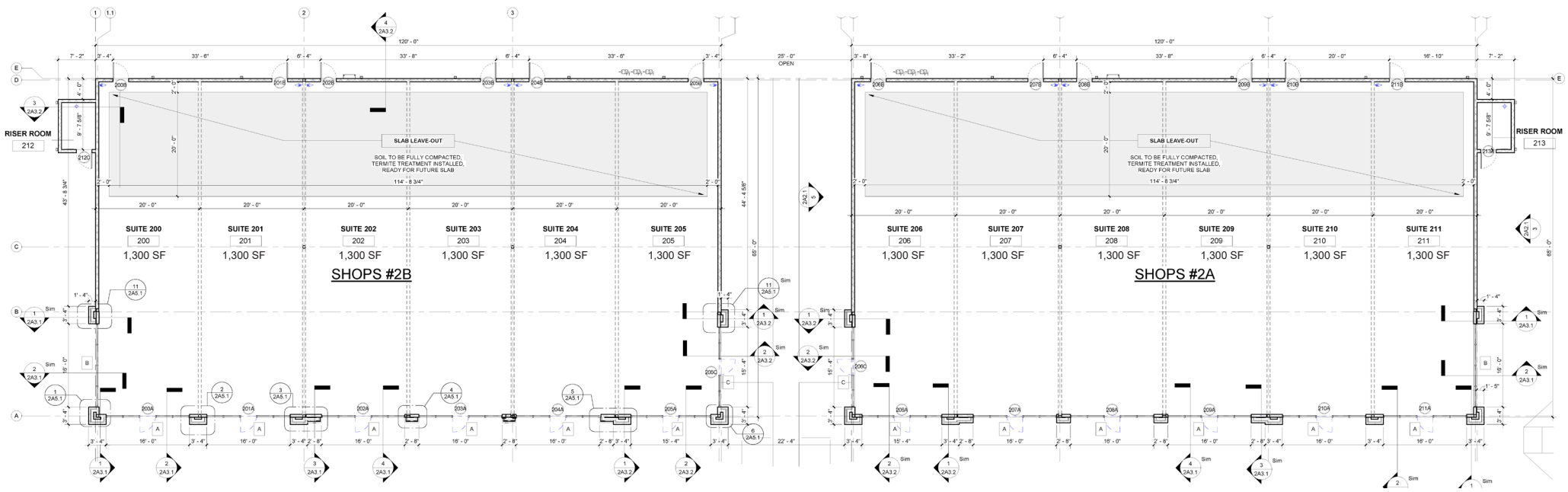
i SITE MAP



i BUILDING 1 LAYOUT



i BUILDING 2A & 2B LAYOUT



i RENDERINGS



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