



New
PUBLIX
DEVELOPMENT

Rockfish Village

ROCKFISH ROAD & KING ROAD, FAYETTEVILLE, NC 28306

Delivering Fall 2025

BRANCH
PROPERTIES, LLC

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PROJECT INFORMATION

Rockfish Village will be a 76,887 square foot shopping center located in the Hope Mills area of Fayetteville, North Carolina. The shopping center will be grocery-anchored and will also include a curated array of national, regional and local retail, food and service-oriented tenants. The center is conveniently located within a 20 minute drive time to Downtown Fayetteville, Fayetteville Regional Airport, and Fort Liberty (formerly Fort Bragg), one of the largest military bases in the world with over 52,000 military personnel. Within a three-mile radius of Hope Mills, there is a population of approximately 37,513 people with an average household income of over \$101,544, much higher than the national average.



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

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

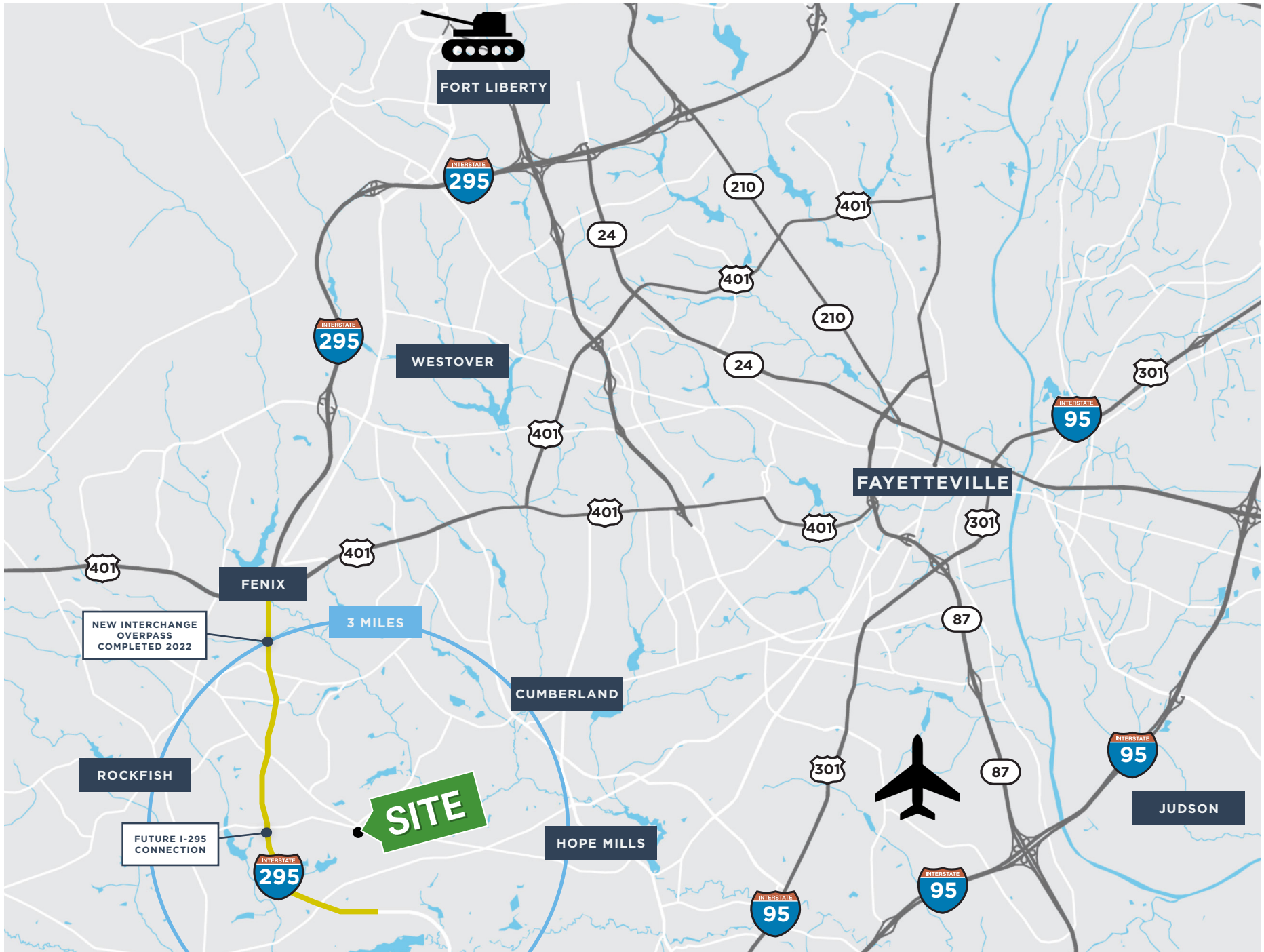
ROCKFISH ROAD
🚦 14,900 VPD

SITE

LAKWOOD DRIVE
🚦 11,100 VPD

TRADE AREA (3 MILE RADIUS)		
👤 Population	2023 ESTIMATED	2028 PROJECTED
	36,753	37,513
🏠 Households	2023 ESTIMATED	2028 PROJECTED
	13,248	13,357
💰 Average Household Income	2023 ESTIMATED	
	\$101,544	

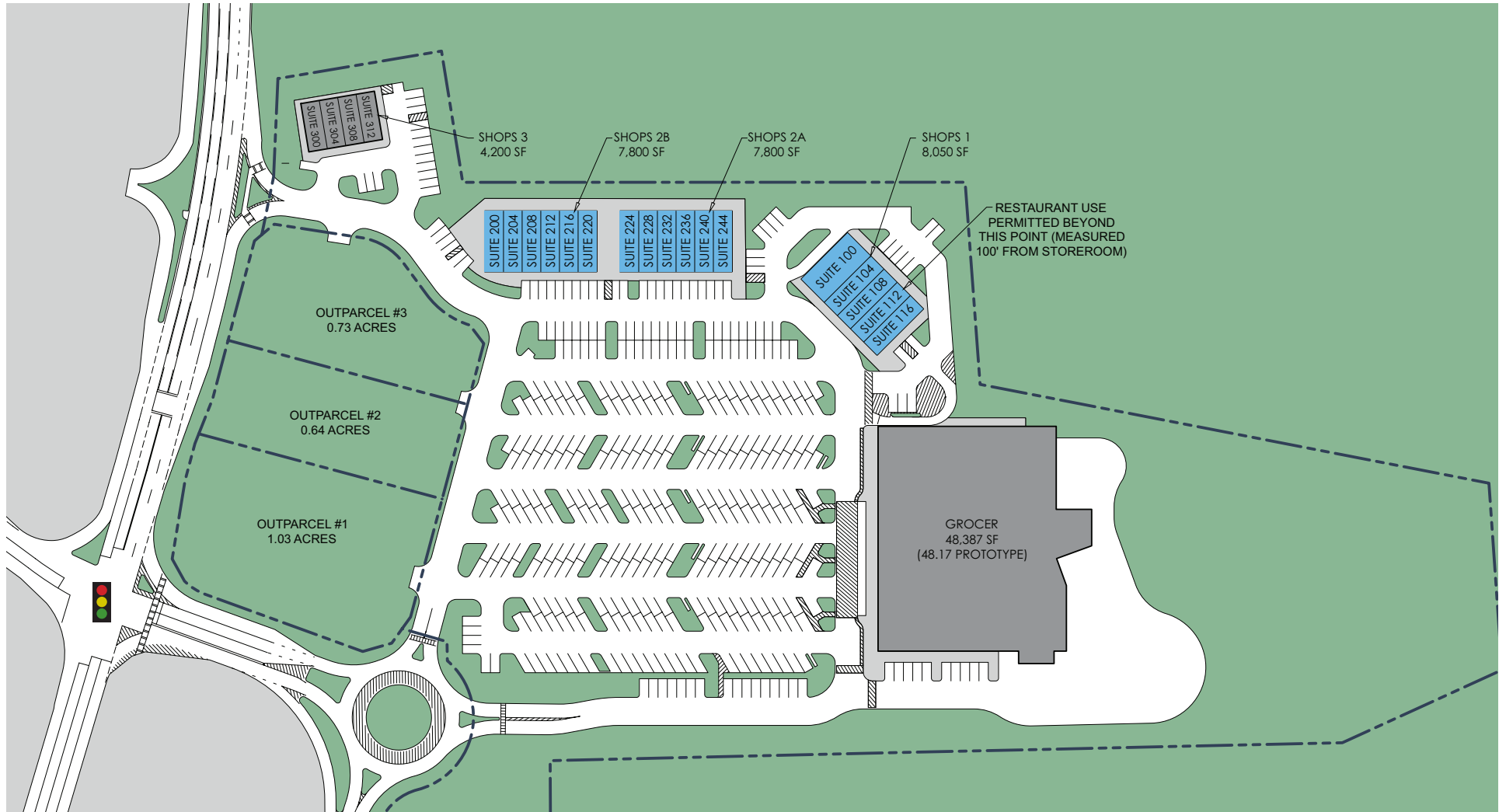
i AREA MAP



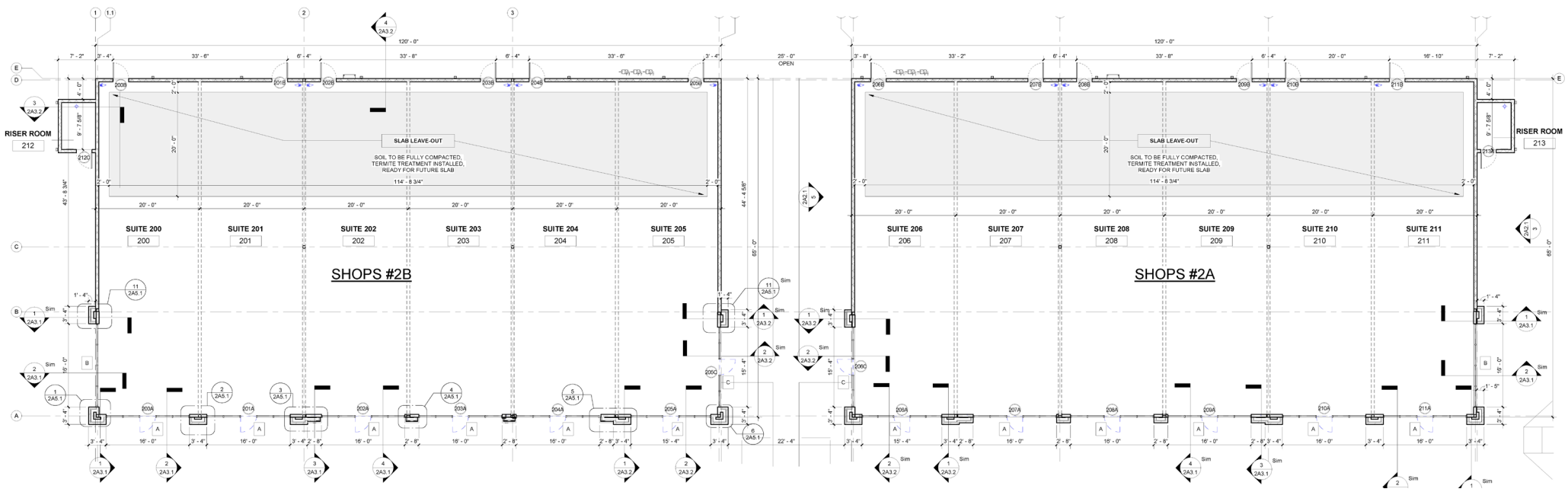
i AREA MAP



i SITE MAP



i BUILDING 2A & 2B LAYOUT



i ELEVATIONS

