



139 Lee Jackson Highway | Staunton, VA 24401

**Retail  
Investment Opportunity**  
Offering Memorandum



**MATTHEWS™**

# EXCLUSIVELY LISTED BY



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**Hwy 267 ±16,000 VDP**



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# PROPERTY OVERVIEW

Applebee's

139 Lee Jackson Highway, Staunton, VA 24401



# INVESTMENT HIGHLIGHTS



## Investment Overview

- **Brand-New 15-Year ABS NNN Lease:** Zero landlord responsibilities with built-in 10% rent increases every five years.
- **Planned Remodel Investment:** Tenant committed to a remodel, signaling high-conviction, long-term operational commitment.
- **Three Additional Five-Year Options:** Potential occupancy through 2056.

## Location Highlights

- **High-Traffic Retail Corridor:** Lee Jackson Highway (U.S. Route 11/250), Staunton's primary commercial artery with 14,320 VPD; proximity to I-81 captures transient and regional volume.
- **Adjacent Redevelopment Upside:** The former Staunton Mall (immediately adjacent) was acquired in 2021 for a large-scale mixed-use redevelopment featuring retail, flex, and residential components. This project is expected to meaningfully increase consumer traffic and density in the area.
- **Established National Retail Synergy:** Surrounded by Exxon, Starbucks, Tractor Supply, Red Lobster, and McDonald's.

## Tenant Highlights

- **Dominant Casual Dining Brand:** 1,600+ locations nationwide under Dine Brands Global (NYSE: DIN).
- **Experienced Franchisee (Potomac Family Dining):** Potomac Family Dining operates 50+ locations across five states and has been at this location for 30+ years.
- **High-Conviction Commitment:** Brand-new 15-year ABS NNN lease plus active remodel investment demonstrates long-term dedication to this site.



**Staunton Mall Redevelopment**  
Planned for Mixed-Use Development  
Moving to Construction Phase in 2027



Lee Jackson Hwy ± 14,320 VPD



267 ± 16,000 VPD

Exxon

Applebee's  
GRILL + BAR

267

± 16,000 VPD

Lee Jackson Hwy ± 14,320 VPD



## Applebee's

139 Lee Jackson Highway, Staunton, VA 24401

# 15 Years

Lease Term

# 7.00%

CAP Rate

# ±16,000

Vehicles Per Day (Hwy 267)

# Absolute NNN

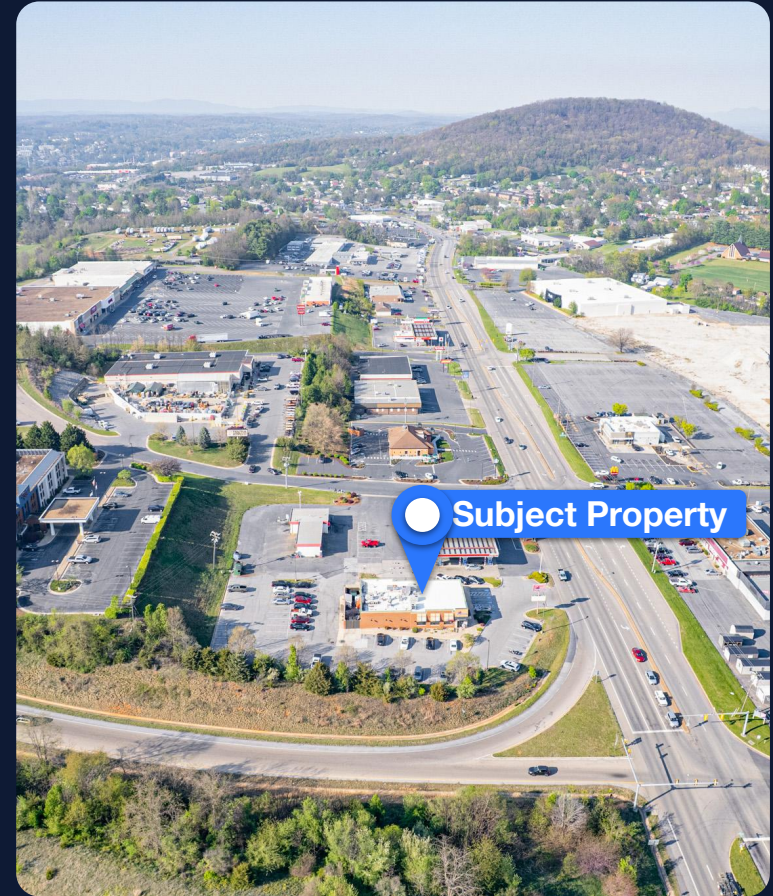
Lease Type

# ±1.03 AC

Lot Size



# PROPERTY PHOTOS



# FINANCIAL OVERVIEW

Applebee's

139 Lee Jackson Highway, Staunton, VA 24401



# FINANCIAL SUMMARY

**\$2,857,000**

List Price

**7.00%**

Cap Rate

**Abs. NNN**

Lease Type

**15 Year**

Lease Term

## Property Details

Tenant Trade Name	Applebee's
Type of Ownership	Fee Simple
Lease Guarantor	Franchisee (Potomac Family Dining Group ~50 Units)
Lease Type	Absolute NNN
Lot Size	1.03 AC
GLA	5,009 Sqft
Lease Expiration Date	4/30/2041
Term Remaining on Lease	±15 Years
Increase	10% Every 5 Years
Options	Three, 5-Year Options

## Annualized Operating Data

Date	Monthly Rent	Annual Rent	Increases	Cap Rate
Years 1-5	\$16,666.67	\$200,000.00	10.00%	7.00%
Years 6-10	\$18,333.33	\$220,000.00	10.00%	7.70%
Years 11-15	\$20,166.67	\$242,000.00	10.00%	8.47%
Option 1	\$22,183.34	\$266,000.00	9.92%	9.31%
Option 2	\$24,383.34	\$292,600.00	9.99%	10.24%
Option 3	\$26,821.67	\$321,860.00	9.99%	11.26%



# TENANT OVERVIEW

Year Founded  
1980

Headquarters  
Glendale, CA

Ownership Status  
Franchise-Based

Employees  
28,000+

Locations  
1,600+

Present in  
49 U.S. States

U.S. Domestic Sales (2024)  
\$4.1B+



## Tenant Overview

Applebee's is a well-established, nationally recognized casual dining restaurant chain with locations across the United States and internationally. Headquartered in Glendale, California, the brand is known for its welcoming neighborhood atmosphere and diverse menu of classic American dishes, from burgers and steaks to salads and signature appetizers. With a strong footprint in both suburban and urban markets, Applebee's combines approachable dining with consistent quality, serving families, professionals, and community groups alike.

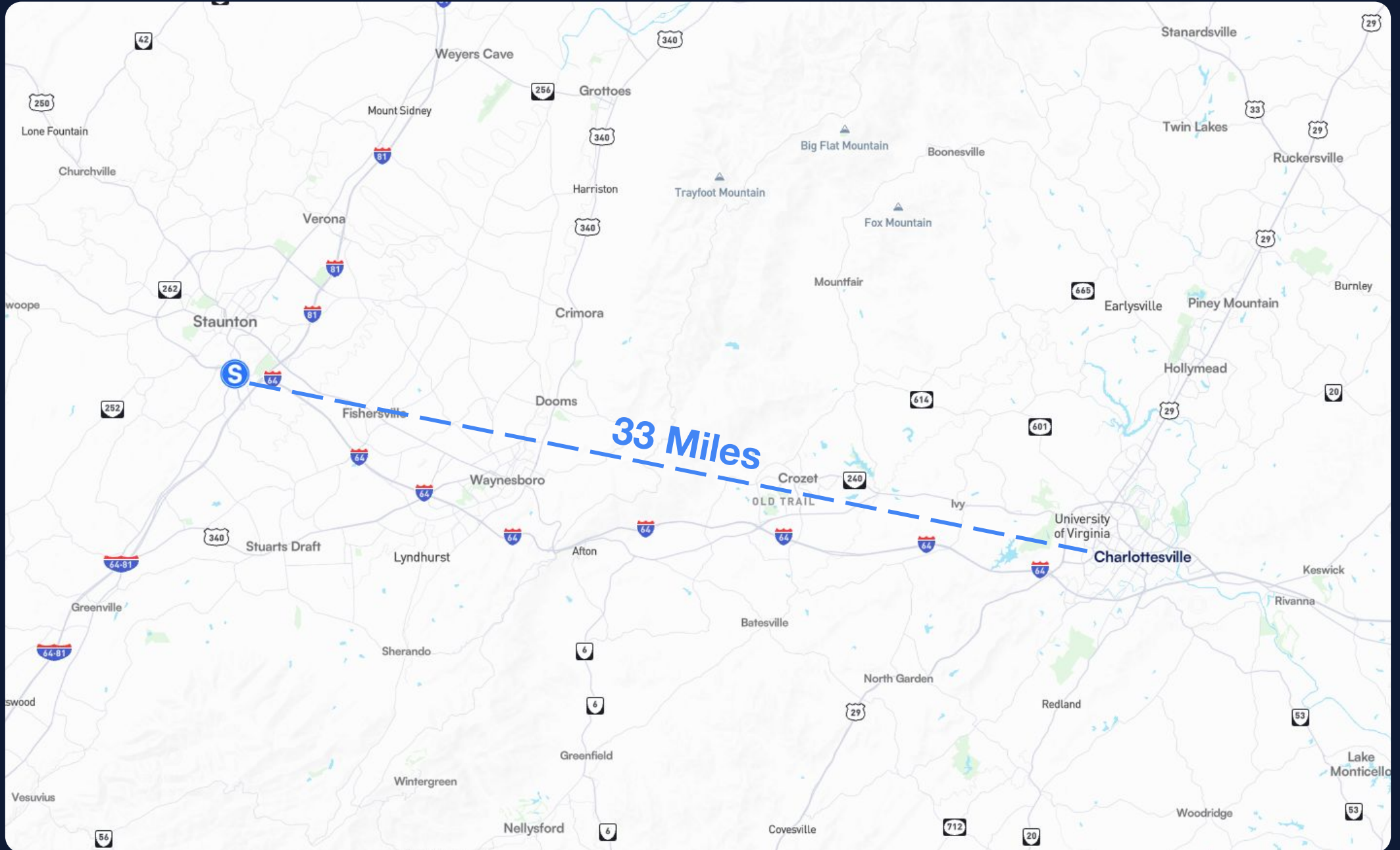
## Why Invest in Applebee's?

- **Financial Resilience:** Applebee's benefits from the strength of its parent company, Dine Brands Global, with consistent systemwide sales and steady royalty-driven revenue. The brand's asset-light franchise model supports healthy margins and long-term financial stability.
- **Extensive Operational Scale:** With nearly 1,600 locations across the United States and international markets, Applebee's leverages its broad scale and strong franchise network to deliver operational efficiencies and wide market coverage.
- **Credit Stability with Upside Potential:** Backed by a proven franchising model and stable recurring cash flows, Applebee's offers reliable financial performance. Positive long-term outlooks support credit stability and the potential for enhanced returns.
- **Growth via New Concepts and Market Expansion:** Applebee's continues to innovate with menu offerings, off-premise dining, and digital platforms. Ongoing international expansion and evolving service formats (such as delivery and takeout) position the brand for sustained growth.
- **Strong Brand and Market Position:** As one of America's most recognizable casual dining brands, Applebee's maintains a loyal customer base and broad demographic appeal, reinforcing its position as a neighborhood favorite with nationwide reach.

# MARKET OVERVIEW

Applebee's

139 Lee Jackson Highway, Staunton, VA 24401



# STAUNTON, VA



## Market Demographics

**37,227**  
Total Population

**\$83,500**  
Average HH Income

**17,572**  
Employed Population

**43**  
Median Age

## Local Market Overview

Staunton, Virginia is a historic Shenandoah Valley city benefiting from steady population trends, stable household formation, and a diversified regional economy. The broader Augusta County–Staunton micropolitan area has experienced modest but consistent growth, supported by its affordability relative to larger Virginia metros and its appeal to retirees, remote workers, and families seeking quality of life. Median household incomes in the region are competitive for a tertiary market, supported by a mix of healthcare, manufacturing, education, and government employment.

Retail properties in Staunton benefit from regional draw and tourism-driven traffic, particularly due to the city’s proximity to Interstate 81 and its position as a gateway to the Shenandoah National Park and Blue Ridge Parkway. The subject corridor along Lee Jackson Highway is a primary commercial artery with strong visibility and accessibility. Retail demand is driven by both local residents and visitors, with national and regional tenants favoring well-located sites that capture commuter and pass-through traffic. The combination of stable demographics and consistent tourism supports long-term retail viability.

## Property Demographics

Population	1-Mile	3-Mile	5-Mile
Five-Year Projection	3,086	19,792	38,714
Current Year Estimate	2,963	19,029	37,227
Growth Current Year-Five-Year	4.15%	4.01%	3.99%
Households	1-Mile	3-Mile	5-Mile
Five-Year Projection	1,422	8,797	16,807
Current Year Estimate	1,363	8,422	16,101
Growth Current Year-Five-Year	4.33%	4.45%	4.39%
Income	1-Mile	3-Mile	5-Mile
Average Household Income	\$75,500	\$79,300	\$83,500



# CHARLOTTESVILLE, VA

## Local Market Overview

Charlottesville, located in Central Virginia and anchored by Albemarle County, benefits from a stable and highly educated population supported by the presence of the University of Virginia (UVA). The region has experienced consistent population growth driven by in-migration of professionals, retirees, and students seeking a high quality of life. Median household incomes exceed national averages, supported by strong employment in education, healthcare, and professional services. The area’s blend of historic character, cultural amenities, and access to outdoor recreation continues to attract both residents and visitors, reinforcing long-term demand fundamentals.

From a retail perspective, Charlottesville’s consumer base is affluent, educated, and tourism-driven. The UVA student population, along with faculty and medical staff, provides a steady and recurring customer base. Additionally, the region benefits from significant visitor traffic tied to wineries, historic landmarks such as Monticello, and seasonal events. Retail demand is concentrated in well-positioned corridors and mixed-use developments, where experiential retail, dining, and service-oriented tenants perform particularly well. Limited new supply and strict development controls further support tenant stability and rental growth.

### Market Demographics

**45,437**  
Total Population

**\$74,824**  
Median HH Income

**23,963**  
Employed Population

**33**  
Median Age

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3. You will not, directly or indirectly, disclose or permit anyone else to disclose this Offering Memorandum or its contents in any fashion or manner.

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