

Upscale Apartments Rising In Rockingham

Officials Hope To Have First Tenants Move In December

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HARRISONBURG — By the end of the year, some people might be calling The Reserve at Stone Port “home.”

Seven apartment buildings, a clubhouse and maintenance buildings are under construction at the luxury complex rising on the grounds of the Stone Port mixed-use development at the intersection of Port Republic and Stone Spring roads in Rockingham County.

Todd Dofflemyer, CEO of Charlottesvillebased The Cathcart Group, said that if all goes well, the first tenants will be able to move into their new, upscale abodes in December.

Among its target demographics are employees of nearby Sentara RMH Medical Center and faculty at James Madison University.

“I’m just really excited,” he said Wednesday. “I feel very fortunate that everything is starting to come together at once.”

Part of what is “coming together” is the Va. 280 Southeast Connector. Two connecting sections of the road on the outskirts of the Stone Port site should be open to traffic soon. “With that connector road coming into play and the momentum on site development,” Dofflemyer said, “I don’t think you can beat it for professionals at the hospital and on the university side.” The project’s first phase includes 168 apartments with high-end features and appliances.

All of those units should be open by the end of May, he said.

In January, the clubhouse should be open.

That feature, Dofflemyer said, is part of what will set The Reserve apart from other apartment complexes in the area. The development’s website, liveatstoneport.com, lists among 13 features located at the clubhouse: a resort-style saltwater pool; a wide-screen, tiered movie theater; a 24-hour fitness center; and a club room with a professional chef’s kitchen. “I call it a millionaire’s home for those can’t reach that level,” Dofflemyer said. “You’ll have amenities that folks spend \$1.5 million on for a house with a movie theater and gym.”

Demand High

Rent at The Reserve ranges from \$880 a month for an 810-square-foot unit with one bedroom, one bath and no garage to \$1,680 for a 1,610-squarefoot apartment with three bedrooms, three bathrooms and a loft space.

“We have quite a few leases in place, residents waiting for a move-in date,” Dofflemyer said. “Interest has been very strong. We’ve been pleased with that, and I think folks are anxious to see the finished products.”

The complex won’t lease apartments to undergraduate college students, he said, which “eliminates the party pad concerns and appeals to the demographic that can rely on a peaceful, high end place to live without the challenges that come with living in a student housing community.”

The company is advertising for a property manager, but Dofflemyer said it won’t rush just to have one in place when the first apartments open.

Company staff members in Charlottesville can cover those needs until the right person for the job is found, he said. The beginning of the second phase of the project depends on how quickly the first 168 units are leased, Dofflemyer said.

The remaining 228 units planned for the site might be built in one or two phases.

Cathcart also recently began site work for Bellaire at Stone Port, the assisted living and memory care community it’s building elsewhere on the Stone Port site. The 88-unit facility, he said, is slated for completion in January 2016.

Ahead Of Schedule

The rest of the Stone Port development is ahead of schedule. Ted Budd, one of the owners of developer Stoneleigh LLC, said good weather this year allowed the completion of site work that was projected to stretch into next spring. Key events for the project are expected to occur in the next couple of months. Budd said which grocery store will be located in the development will likely become public in November, and retailer interest is expected to rise when residents start arriving at The Reserve.

“The plan in multiuse [developments] is to have the rooftops there. That helps draw in the retail operators,” he said. “It’s fine when it’s on a piece of paper, but once they see the people really living there, it’s a whole different scenario.”

Retailer interest in Stone Port is high, Budd said, and he expects retailers to start signing leases for space in the spring.

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