

DRIVE-THROUGH LOCATION NEAR JAMES MADISON UNIVERSITY

785 MLK Jr. Way | Harrisonburg, VA

EXECUTIVE SUMMARY

- » **Prime Corner Location:** Situated on one of the strongest traffic corners in the Harrisonburg market, at a signalized intersection near James Madison University.
- » **Current Use and Availability:** Currently operating as a Hardee's, the 3,468-square-foot building will be available for a new user starting in December 2026, offering a ready-made drive-through setup.
- » **Vibrant Surroundings and Accessibility:** Neighboring James Madison University, this area continues to see new growth and vibrancy.
- » **High Traffic Volume:** Combined traffic counts are around 26,000 vehicles per day and continue to rise. The site features 49 parking stalls, three points of ingress/egress from the intersection, and B-2 zoning.



PROPERTY OVERVIEW

| | |
|----------------|-------------------------|
| Acre | 1.29 Acres |
| Square Footage | 3,468SF |
| Zoning | B-2 |
| Access | Signalized Intersection |
| Traffic | 25,000 VPD (combined) |
| Parking | 49 Stalls |
| Lease Rate | Offers Considered |

TIM REAMER Broker

Tim.Reamer@cottonwood.com

C: 540.271.7525

O: 540.434.9922

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SUBJECT PROPERTY

VALLEY MALL
 ± 505,000 SF GLA | ± 50 STORES
TARGET JCPenney
 EVERY SEASON STARTS AT **DICK'S SPORTING GOODS** **belk** **BAM!**
MODERN SOUTHERN STYLE. BOOKS • TOYS • TECH • MORE

HARRISONBURG CROSSING
Walmart **BARNES & NOBLE** **THE HOME DEPOT** **BEST BUY** **BED BATH & BEYOND** **Michael's** **Panera** **Charleys** **petco** **GameStop**
Staples **Burlington**

CLOVERLEAF SHOPPING CENTER
BIG LOTS! **Food Lion** **Aaron's** **metro**
by F&M Mobile

PETSMART **cricket** **DOLLAR TREE** **H&R BLOCK**
Rent-A-Center **FIVE GUYS** **RAC** **Waffle House**
Chick-fil-ee **Wendy's** **COOKOUT**

SPOTSWOOD SQUARE
Kroger **planet fitness** **TJ-maxx** **PLATOS**
MATTRESS FIRM **SALLY BEAUTY SUPPLY** **chj's**
PAPA JOHN'S **STARBUCKS**

SKYLINE VILLAGE
KOHL'S **MARTIN'S** **cicis**
BURGER KING **Red Lobster** **VABC**

JMU
JAMES MADISON UNIVERSITY

JMU
BRIDGEFORTH STADIUM





DEMOGRAPHICS

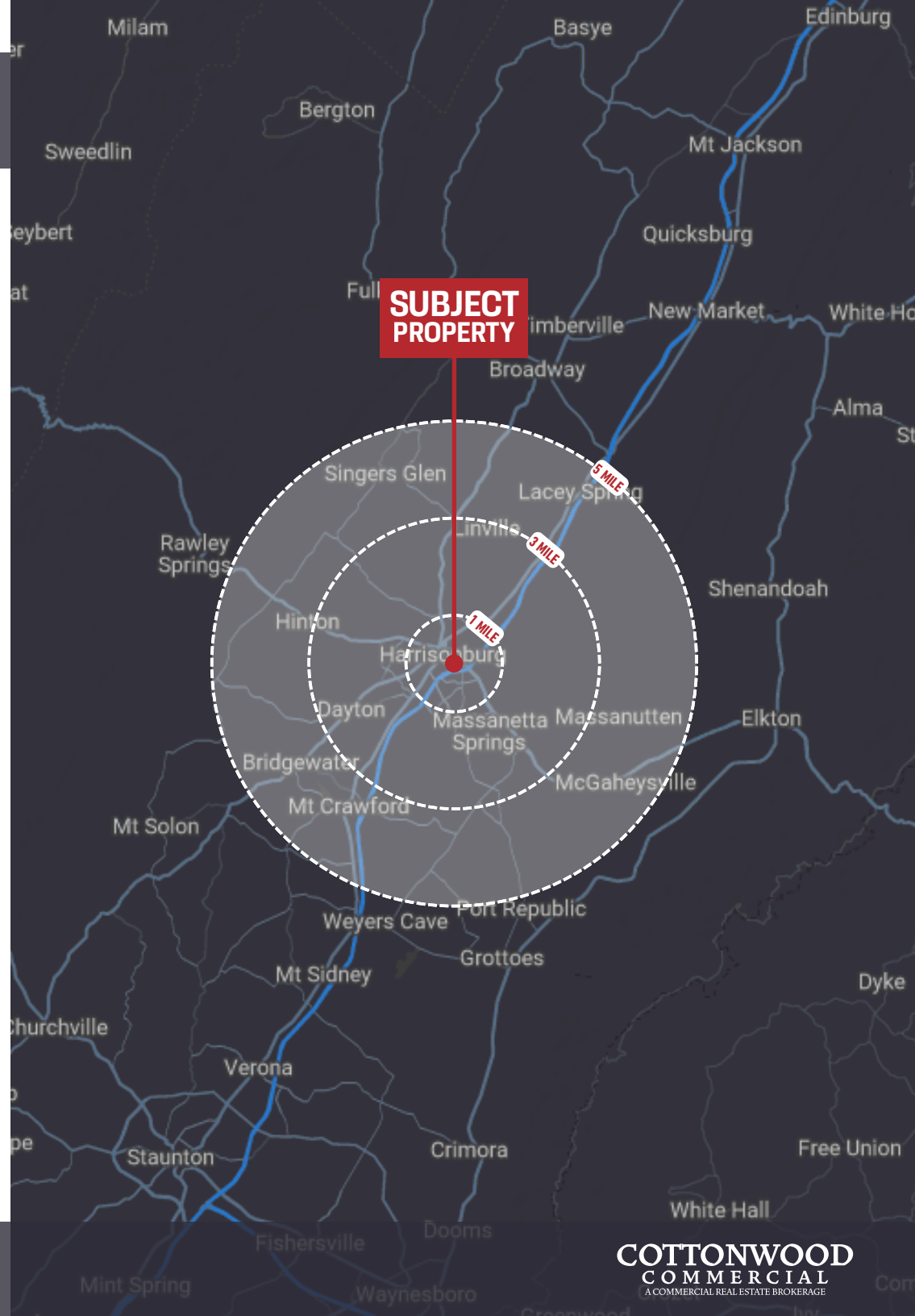
| 2025 - Radius | 1 Mile | 3 Miles | 5 Miles |
|-------------------------------|--------|---------|---------|
| 2025 Total Population | 14,140 | 56,333 | 74,464 |
| 2025 Total Daytime Population | 26,161 | 70,262 | 89,662 |
| 2025 - Drive Time | 5 Min | 10 Min | 15 Min |
| 2025 Total Population | 18,166 | 56,379 | 82,945 |
| 2025 Total Daytime Population | 27,535 | 72,164 | 101,545 |

Source: 2025 Key Demographic Indicators (Esri)

Traffic Counts:

13,600 Vehicles Per Day
on Reservoir St

11,400 Vehicles Per Day
on Milk Jr Way



MARKET OVERVIEW

Harrisonburg is one of the fastest growing cities in Virginia and the Harrisonburg metro is the second fastest growing in the state. The market was recognized as one of the top twenty emerging metros in the U.S. as job gains, wages, real retail sales growth, and building permits continue to outpace most of the Commonwealth of Virginia on a percentage basis.

In addition to James Madison University (22,000 students), the Harrisonburg metro is home to three other colleges and universities. Eastern Mennonite University, with an enrollment of 1,870; Bridgewater College has 1,800 students; and Blue Ridge Community College adds 7,315 students to the area.

The metro area population exceeds 140,000 and the actual trade area is expanded with Harrisonburg's status as a regional destination for consumers well outside the traditional drive-time radius. The metro attracts shoppers from 20+ miles away with an estimated market served population of 261,000.

