

3851 Harrington St - Investor Positioning Report

Based on the GDOT traffic counts, CRS demographic stats, and your property's features, here's how Julie can position this for prospective buyers:

1. Highlight High Traffic Exposure:

- GDOT data shows significant AADT (Average Annual Daily Traffic) on nearby US Hwy 1, I-16, and GA Hwy 86, with strong truck percentages (25%-30%) indicating freight/logistics potential.
- Emphasize visibility from multiple highway directions, appealing to businesses needing high exposure.

2. Leverage Demographic Trends:

- CRS demographics reveal a growing regional population with a strong labor force and median incomes that support retail, service, and dining businesses.
- Position the property for concepts like EV charging stations, coffee shops, local goods markets, or logistics hubs that benefit from steady daily traffic.

3. Promote Strategic Location Benefits:

- Proximity to I-16 and Vidalia Bypass expansion (completion by Dec 2025) will boost accessibility and commercial flow.
- Location connects Savannah, Macon, and Hyundai Metaplant area (~65 miles), making it attractive for logistics, regional franchises, and destination retail.

4. Emphasize Flexibility & Zoning:

- C-3 zoning supports diverse uses: retail, food service, automotive, healthcare, professional offices, and distribution.
- Recent renovations minimize startup costs for investors or owner-operators.

5. Stress Investment Security:

- Flood Zone X classification, low property taxes, and documented environmental info (UTS) reduce risk and operating costs.
- High truck traffic supports fuel, service, and logistics businesses.

3851 Harrington St - Investor Positioning Report

6. Tailor to Target Buyer Personas:

- For retail/café: Market the property's visibility, parking, and canopy for drive-thru or covered outdoor space.
- For logistics/industrial: Highlight truck access, traffic composition, and regional freight connections.

Summary:

By combining traffic statistics, favorable demographics, strategic infrastructure improvements, and property readiness, Julie can present this as a low-risk, high-visibility, multi-use commercial asset positioned to capture both current and future market demand.