

**COTTONWOOD**  
**COMMERCIAL**  
A COMMERCIAL REAL ESTATE BROKERAGE

**FOR LEASE**



SECOND-GENERATION DRIVE-THRU • HARRISONBURG, VA

# READY-MADE DRIVE-THRU AT A SIGNALIZED CORNER

785 MLK JR. WAY • 3,468 SF • 1.29 AC • 25,000 VPD

## THE OPPORTUNITY

# A TURNKEY DRIVE-THRU ON ONE OF HARRISONBURG'S STRONGEST CORNERS

### READY-MADE DRIVE-THRU

A fully built second-generation drive-thru with established stacking, pickup window, and food-prep layout. New drive-thru approvals are increasingly difficult to secure; this site delivers the infrastructure on day one.

### 25,000 VEHICLES PER DAY

Combined daily traffic of 25,000 VPD across the two frontages (13,600 on Reservoir Street, 11,400 on MLK Jr. Way), with counts continuing to rise as the corridor develops.

### AVAILABLE DECEMBER 2026

Currently operating as a Hardee's, the 3,468 SF building delivers to a new user in December 2026, allowing a tenant to plan buildout and opening around a known date.

### SIGNALIZED HARD CORNER

Positioned at the signalized intersection of Reservoir Street and MLK Jr. Way with three points of ingress and egress, giving inbound and outbound access from both arterials.

### ADJACENT TO JAMES MADISON UNIVERSITY

Minutes from a 22,000-student campus and the broader Harrisonburg retail core, anchoring a dense, renewing daytime population at the doorstep.

### B-2 ZONING & 49 STALLS

B-2 General Business zoning supports a broad range of retail, restaurant, and service uses, supported by 49 on-site parking stalls on a 1.29-acre pad.

**3,468**

BUILDING SF

**1.29**

ACRE PAD

**25,000**

COMBINED VPD

**49**

PARKING STALLS

**\$39.50**

PSF NNN

## SITE & BUILDING

# PROPERTY DETAIL

ADDRESS	785 MLK Jr. Way, Harrisonburg, VA
BUILDING SIZE	3,468 SF
LOT SIZE	1.29 Acres
ZONING	B-2 General Business
PARKING	49 Stalls
ACCESS	Signalized intersection; 3 points of ingress/ egress
FRONTAGE	Reservoir St & MLK Jr. Way
TRAFFIC	25,000 VPD combined
DRIVE-THRU	Existing, second-generation
AVAILABILITY	December 2026
LEASE RATE	<b>\$39.50 / SF NNN</b>

### SECOND-GENERATION LAYOUT

The existing improvements include the food-prep area, service line, lobby, and drive-thru window from the prior restaurant operation, reducing the buildout path for an incoming food-service or QSR user.

### BUILDING AT A GLANCE

**3,468**

TOTAL BUILDING SF

**49**

PARKING STALLS

**1**

DRIVE-THRU LANE

**3**

INGRESS / EGRESS POINTS

**1.29**

ACRE LOT

**B-2**

GENERAL BUSINESS ZONING



**WHY YOUR USE WORKS HERE**

# A DENSE, GROWING TRADE AREA WITH STRONG DAYTIME DRAW

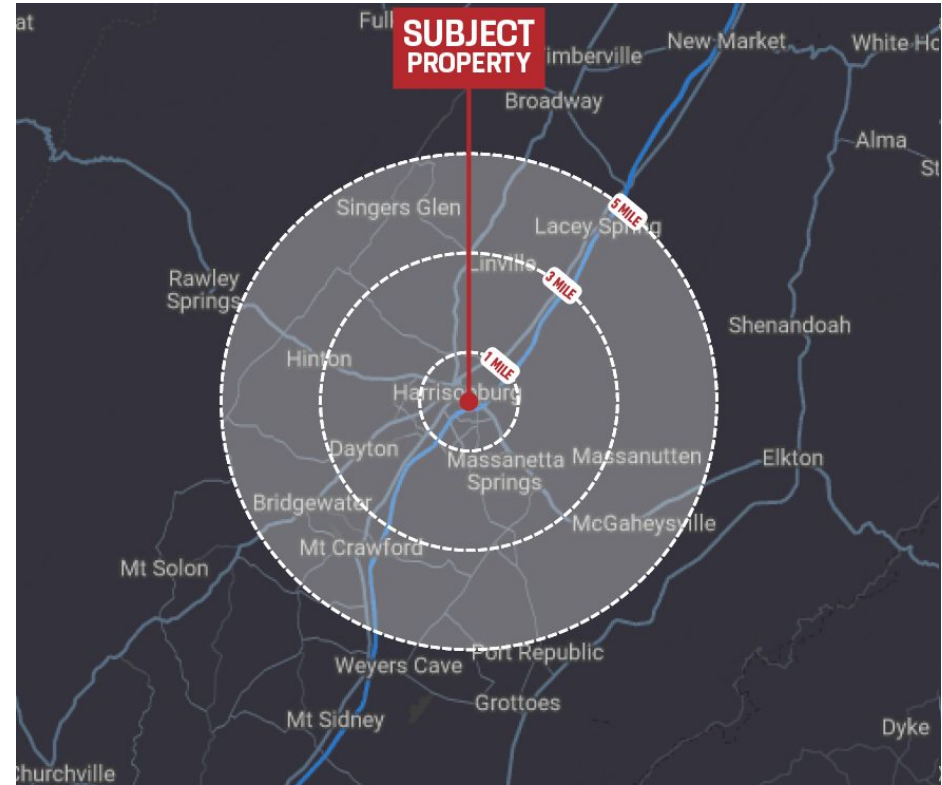
Harrisonburg is one of the fastest-growing cities in Virginia, and the metro ranks among the top emerging markets in the country on job growth, wages, retail sales, and building permits. Beyond James Madison University's 22,000 students, the area is home to three additional colleges and a metro population exceeding 140,000.

As a regional shopping destination, Harrisonburg draws consumers from more than 20 miles out, producing an estimated served-market population of roughly 261,000. For a restaurant or retail user, that combination of resident density, student population, and regional draw supports consistent capture at a corner already conditioned for drive-thru traffic.

**DAYTIME POPULATION OUTWEIGHS RESIDENTS**

At every ring, daytime population exceeds the resident base, a signal of strong inbound commuter and shopper traffic.

<b>261K</b> SERVED MARKET	<b>22K</b> JMU STUDENTS	<b>140K+</b> METRO POP.
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1 / 3 / 5-mile radius from subject property

2025 POPULATION	1 / 3 / 5 Mile		
TOTAL POPULATION	14,140	56,333	74,464
DAYTIME POPULATION	26,161	70,262	89,662

2025 POPULATION	5 / 10 / 15 Min		
TOTAL POPULATION	18,166	56,379	82,945
DAYTIME POPULATION	27,535	72,164	101,545

TRAFFIC	VPD
RESERVOIR ST	13,600
<b>COMBINED</b>	<b>25,000</b>

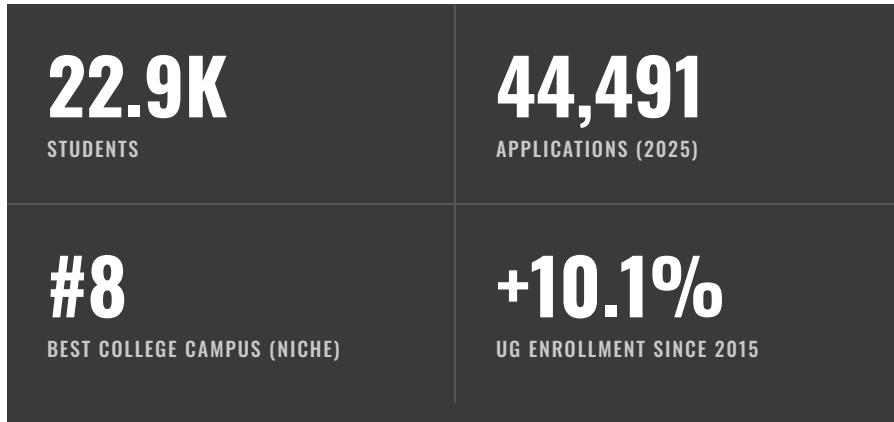
Source: 2025 Key Demographic Indicators (Esri)

**DEMAND DRIVER**

# JAMES MADISON UNIVERSITY

James Madison University is a public research university in Harrisonburg and the largest educational institution in the city. Founded in 1908, JMU now enrolls more than 22,900 students (21,112 undergraduate and 1,767 graduate).

The student base is both growing and consolidating: undergraduate enrollment is up 10.1 percent since 2015, applications reached 44,491 in 2025, and the acceptance rate has fallen from 86.3 percent in 2021 to 68.8 percent in 2025. The student, alumni, and fan bases translate into recurring, high-frequency demand within a short drive of the site.








Source: James Madison University; Niche (2026); U.S. News & World Report (2025).



## ECONOMIC BASE

# MANUFACTURING & INDUSTRIAL BASE

The Harrisonburg area carries a deep manufacturing and agribusiness base that draws a professional and shift workforce to the market every day, independent of the academic calendar. The Shenandoah Valley is one of the country's leading poultry processing regions, anchored by year-round food and beverage production that adds a diversified industrial payroll across multiple shifts and holds up through the year.

 <p><b>POULTRY &amp; AGRIBUSINESS</b></p> <ul style="list-style-type: none"><li>■ Top U.S. poultry region</li><li>■ Pilgrim's Pride, Farmer Focus</li><li>■ Among the area's largest employers</li></ul>	 <p><b>MERCK (ELKTON)</b></p> <ul style="list-style-type: none"><li>■ \$3B expansion underway</li><li>■ 500+ new jobs</li><li>■ Pharmaceutical Center of Excellence</li></ul>	 <p><b>MOLSON COORS</b></p> <ul style="list-style-type: none"><li>■ 530+ employees</li><li>■ ~7.1M barrels / yr</li><li>■ 1,800+ acre campus</li></ul>	 <p><b>SENTARA RMH</b></p> <ul style="list-style-type: none"><li>■ Regional medical center</li><li>■ Anchors healthcare base</li><li>■ Central Valley draw</li></ul>	 <p><b>FOOD &amp; BEVERAGE</b></p> <ul style="list-style-type: none"><li>■ Recognized production hub</li><li>■ Diversified food makers</li><li>■ Multi-shift payroll</li></ul>
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### MERCK CENTER OF EXCELLENCE, ELKTON

A few miles from the site, Merck is building a \$3 billion, 400,000 SF pharmaceutical manufacturing facility at its Elkton campus, its Center of Excellence for Pharmaceutical Ingredients and Small Molecule Manufacturing. The project is expected to add up to 500 permanent jobs and ranks among the largest economic-development investments in the Commonwealth. Construction is underway, with completion targeted by 2029.

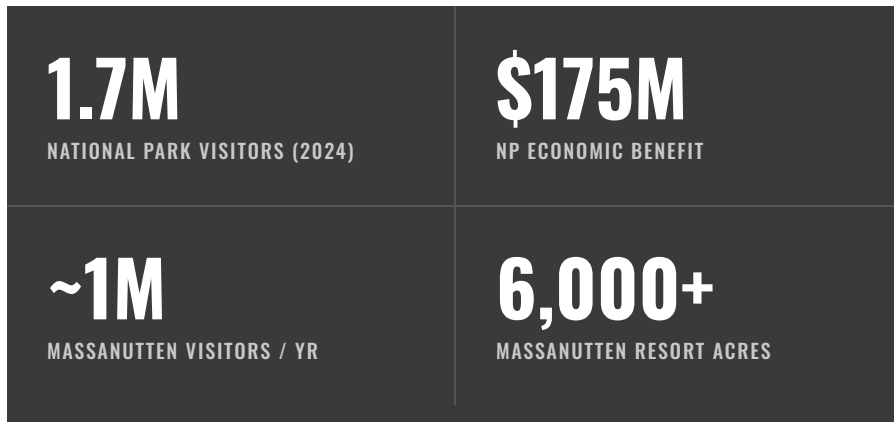
Source: company and institutional figures; Virginia Economic Development Partnership.

**DEMAND DRIVER**

# TOURISM & OUTDOOR RECREATION

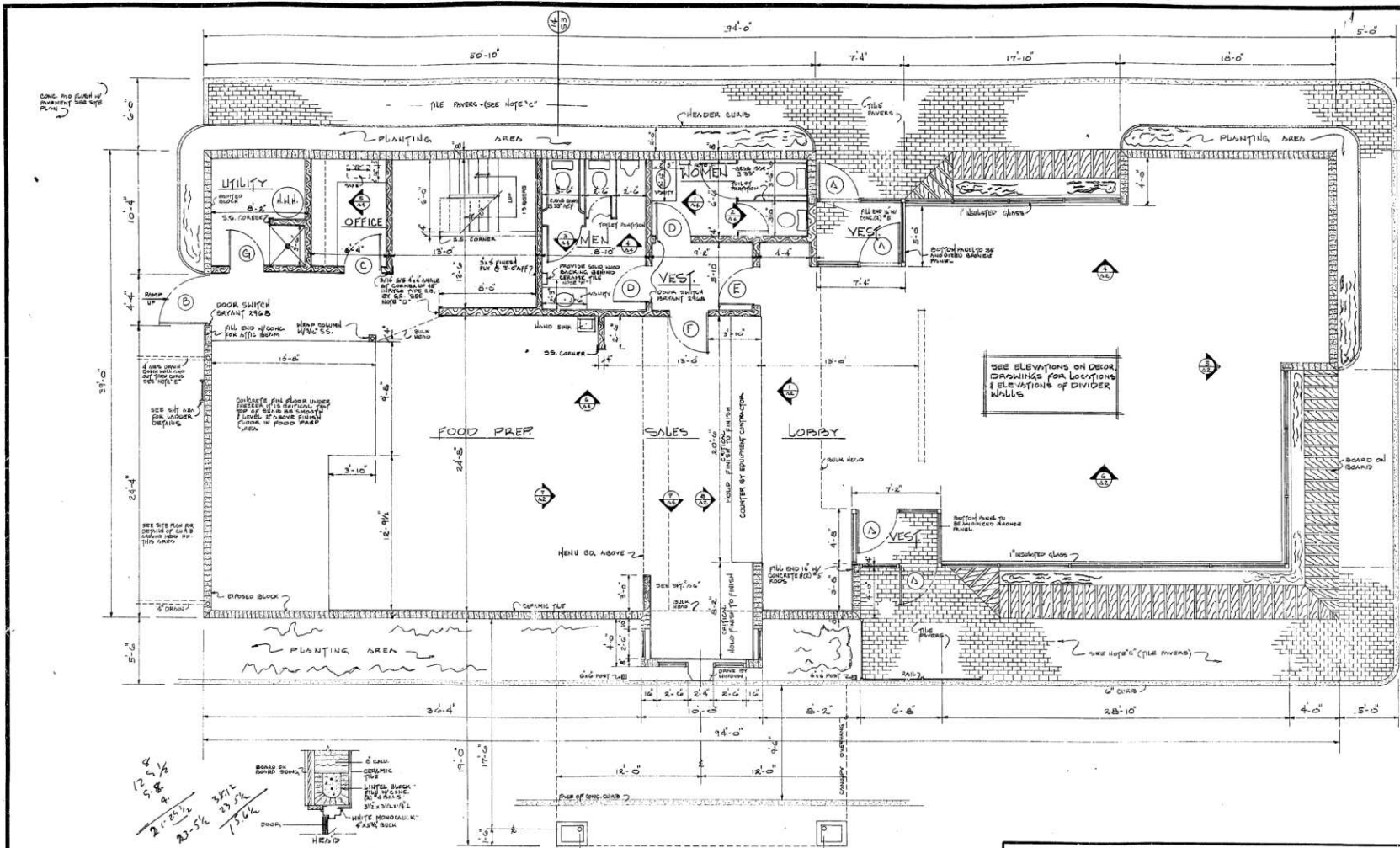
Harrisonburg sits at the center of one of Virginia's strongest tourism corridors, which pulls visitor and pass-through traffic into the market across all four seasons. Shenandoah National Park drew 1.7 million visitors in 2024, who spent \$132 million in nearby communities for a total economic benefit of \$175 million, with visitation climbing from 1.4 million in 2022. The park spans eight counties, including Rockingham.

Just east of Harrisonburg in McGaheysville, the four-season Massanutten Resort spans more than 6,000 acres and hosts an estimated one million visitors annually. Much of this travel routes through Harrisonburg, adding incremental traffic to the city's primary retail corridors.



Source: National Park Service (2024 visitation and economic benefit); Massanutten Resort.





- NOTES:
- A. Sidewalk dimensions as shown to be used during estimating phase only. Refer to the site plan for working dimensions.
  - B. Floor drains to be flush with floor.
  - C. STRAZA II 4x8 Over Conc. Walk Areas  
Contact: Charlie Wagers (919) 774-7647
  - D. Corner Guards shall be 48" S/S Corner Guards w/ 7/8 radius, Inryco Type C.S.  
Contact: Special Products Group Milcor Division P.O. Box 393 Milwaukee, WI (414) 383-4030
  - E. Whenever possible, the roof drains into storm sewer drain
  - F. Towel Dispenser - Bottom to be 54" A.S.F. 0.6 to provide 2x10 blocking in stud wall for anchoring dispenser.

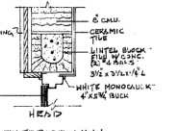
SQUARE FOOTAGE	
DINING ROOM	1078
LOBBY	324
ENT VESTS	63
FOOD PREP	1223
HALL	76
UTILITY	72
OFFICE	54
STAIRS	42
DRIVE THRU STO.	70
VEST.	45
MEN'S RESTROOM	110
WOMEN'S RESTROOM	85
TOTAL (NO STIC)	3214
STIC	286
TOTAL (WITH STIC)	3500

DOORS by MarLite Division of Masonite Corporation, Dover/Ohio, or by German Enterprises, Inc., Rose, Georgia 30071, phone (404) 448-7211.

All solid core doors shall be flake-board core, pre-finished and pre-machined for the specified hardware with Newmar Finish, see Finish Schedule for color.

Door frames shall be of 16 gauge cold rolled steel. They shall be altered and welded at corners. Frames shall be furnished factory primed and shall have three "T" type jamb anchors for each side of each frame.

4  
12 5/8  
5 1/2  
2' 2 1/2  
23 1/2  
3 1/2  
15 1/2



14 1/2  
14 1/2

FINISH SCHEDULE			
AREA	FLOOR	WALLS	CEILINGS
ATTC	CONCRETE SURFACE TO BE IN FINAL STATE	PAINTED SEMI-GLOSS INTER WHITE	PAINTED SEMI-GLOSS INTER WHITE
STORAGE	CONCRETE	PAINTED SEMI-GLOSS INTER WHITE	PAINTED SEMI-GLOSS INTER WHITE
DUMPSTER	CONCRETE	PAINTED SEMI-GLOSS INTER WHITE	NONE
CANOPY	BLACK CONC.	NONE	REMOVE THE PAINTED SURFACE TO EXPOSE BUILDING

FLOOR PLAN  
SCALE ~ 1/4" = 1'-0"

DOOR SCHEDULE						
MARK	SIZE	DESCRIPTION	FRAME	HARDWARE	QTY.	REMARKS
A	36 x 78	SLIDE OVER GLASS	ALUM.	SLINGRAM OVERHEAD GLASS	FOUR	EXTERIOR DOOR TO BE KEYS ALIKE
B	42 x 78	1 3/4\"/>				
C	36 x 78	SLIDE OVER GLASS	STEEL	SLINGRAM OVERHEAD GLASS	ONE	FRONT DOOR BY PRECISION HOME
D	36 x 78	SLIDE OVER GLASS	STEEL	SLINGRAM OVERHEAD GLASS	ONE	SEE FINISH SCHEDULE FOR COLOR
E	36 x 78	SLIDE OVER GLASS	STEEL	SLINGRAM OVERHEAD GLASS	ONE	SEE FINISH SCHEDULE FOR COLOR
F	36 x 78	SLIDE OVER GLASS	STEEL	SLINGRAM OVERHEAD GLASS	ONE	SEE FINISH SCHEDULE FOR COLOR
G	36 x 78	SLIDE OVER GLASS	STEEL	SLINGRAM OVERHEAD GLASS	ONE	SEE FINISH SCHEDULE FOR COLOR
H	36 x 78	SLIDE OVER GLASS	STEEL	SLINGRAM OVERHEAD GLASS	ONE	SEE FINISH SCHEDULE FOR COLOR



**BODDIE-NOELL ENTERPRISES, INC.**  
CONSTRUCTION DEPT.  
P.O. BOX 1908  
ROCKY MOUNT, N.C. 27801  
PHONE (919) 443-3131



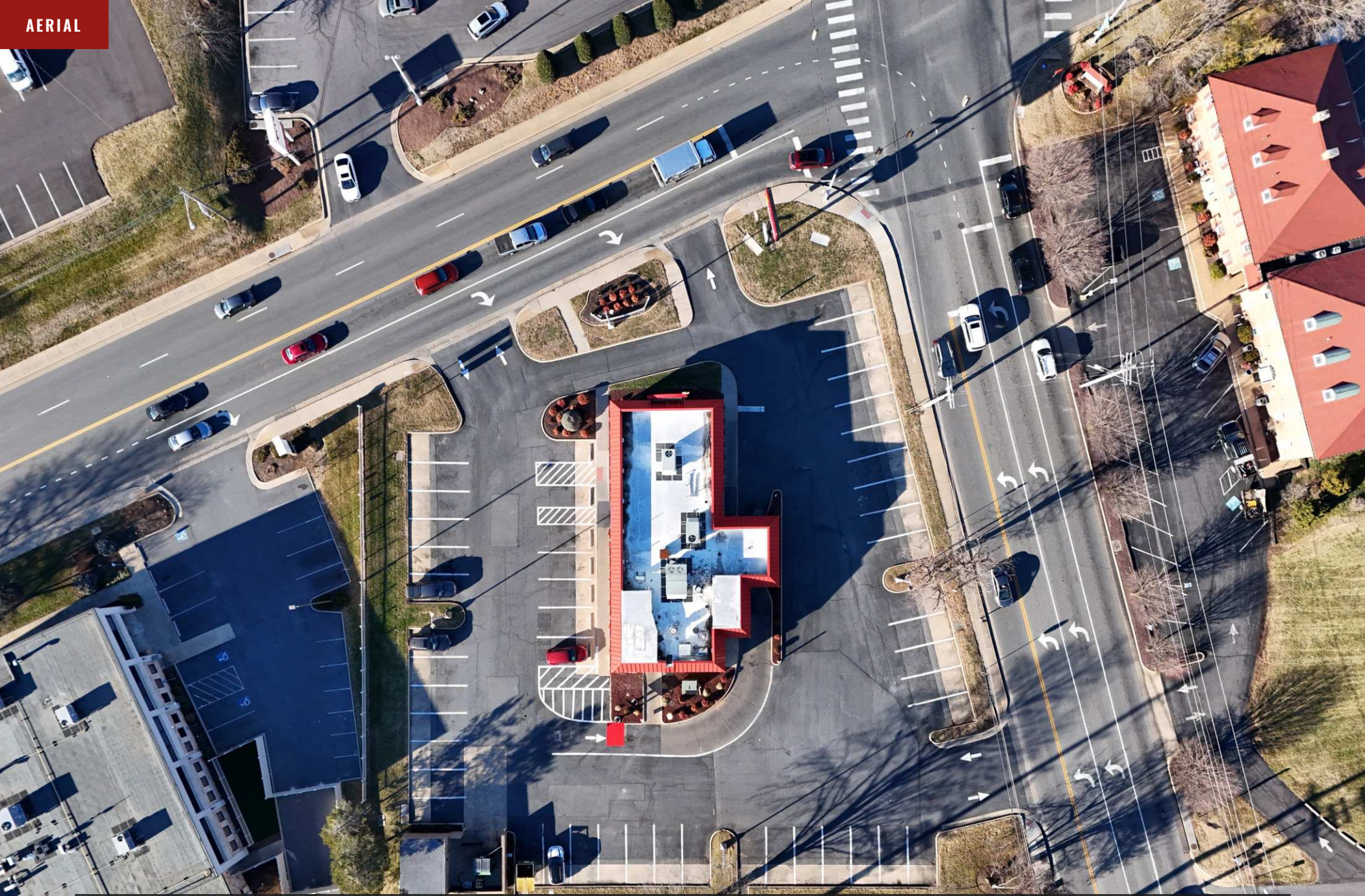
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SHEET TITLE: **FLOOR PLAN**  
BUILDING MODEL NO.: **BN-22 (LONG)**  
LOCATION:

REVISIONS	DATE	BY

DRAWN BY: **K. DUKE**  
CHECKED BY: **7/28/82**  
DATE:  
DRAWING NO.:

SHEET NO. **A1**  
OF **A13**



THE CORNER IN CONTEXT  
**SIGNALIZED CORNER OF RESERVOIR ST & MLK JR. WAY**

## PRINCIPAL CONTACT

# ABOUT TIM REAMER

BROKER • COTTONWOOD COMMERCIAL

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Tim Reamer has spent 25 years helping brands grow across Virginia. As a retail broker, developer, and principal of a construction management firm, he has supported multi-unit rollouts for companies like Dunkin', Sheetz, Planet Fitness, and Hang 10 Car Wash, working across site selection, entitlement, financial analysis, and contract review. That depth of engagement defines his approach.

His background in economic development, formal appraisal training, and hands-on construction management experience gives him perspective across the full lifecycle of a project and informs how he evaluates and structures deals. He specializes in retail tenant and landlord representation, net lease investments, and retail development throughout the Shenandoah Valley and I-81 corridor.

Many of Tim's client relationships have grown into long-term partnerships. He has completed five transactions with Planet Fitness across Virginia, nearly a dozen Dunkin' locations along I-81, and repeat engagements with many national and regional tenants alike.

Tim has completed formal training at the Appraisal Institute in property valuation and Florida State University's Master's Program for Real Estate Finance and Analysis.

**E** [tim.reamer@cottonwood.com](mailto:tim.reamer@cottonwood.com)   **C** 540.271.7525   **O** 540.434.9922

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