

FOR SALE OR LEASE

# 244 N Main St.

Hiawassee, GA

Redevelopment Opportunity | Former Hardee's | +/- 1.08 Acres



THE NET LEASE GROUP



A Net Lease Opportunity

# THE OFFERING

The Net Lease Group is pleased to exclusively bring to market a redevelopment opportunity at 244 North Main Street in the City of Hiawassee, Towns County, Georgia. The site consists of a +/- 3,678 SF structure previously used as a Hardee's and is situated on a +/- 1.08-acre parcel with frontage along North Main Street. Main Street is the primary thoroughfare passing through Hiawassee and houses most of the city's restaurants and retail establishments. It has an average daily traffic count of 15,553 vehicles per day.

The City of Hiawassee lacks a defined zoning ordinance; however, the site offers numerous potential redevelopment opportunities, including but not limited to restaurants, medical facilities, animal care centers, daycares, gas stations, and automotive parts and services.

## TRAVEL DESTINATION

Home to Georgia's highest peak, Brasstown Bald, Hiawassee, is a premium destination for visitors who love hiking, camping, and water activities. Hiawassee boasts 5.2 million annual visitors, with peak tourism during Thanksgiving, Christmas, and the summer months of May through August, where Hiawassee sees 113 thousand visitors a week.

[Watch the Property Video for 244 N Main St](#)



# MARKET OVERVIEW

## HIAWASSEE, GA

Situated in the Appalachian Mountains in Northern Georgia, Hiawassee serves as a magnet for visitors from the surrounding regions, all drawn by its mountain landscapes, public parks, scenic trails, and wineries. The town's focal point Lake Chatuge, offers a wealth of recreational activities, including boating, fishing, swimming, and water skiing.

Hiawassee offers a steady influx of yearly tourists through its various attractions. During the fall and winter, visitors can enjoy the changing scenery from one of the area's many resorts and wineries. In the warmer spring and summer months, the town becomes a hub for water sports and hiking, in addition to hosting festivals like the Georgia Mountain Fair.

U.S. 76, also known as Main Street, serves as the town's primary artery and houses most of its retail establishments, restaurants, and essential services. This road also functions as a thoroughfare for tourists traveling to and from Metro Atlanta and neighboring mountain towns in North Georgia, North Carolina, and Tennessee. In 2022, a central stretch of Main Street in Hiawassee witnessed approximately 5.2 million visitors pass through, with peak traffic coinciding with holidays such as the Fourth of July, Thanksgiving, and Christmas. Despite its modest permanent population, Hiawassee consistently attracts 5.2 million annual visitors and passers-by, proving to be a boon for the local retailers.

Source: Explore Georgia, Towns County, CoStar

## GEORGIA TRAVEL DESTINATION

5.2M Annual Visits		
Peak Tourism: Summer and Holidays		
Summer (May-August)	Christmas	Thanksgiving
113K	121K	108K

### Ample Tourist Attraction, Lodging and Restaurants

- » Brasstown Bald
- » Bell Mountain
- » Lake Chatuge
- » Hamilton Gardens
- » High Shoals Falls
- » Georgia Mountain Fairgrounds
- » Mountain Regional Arts and Craft Guild
- » Georgia Mountain Fall Festival
- » The Ridges Resort on Lake Chatuge
- » Chancey Hill Inn
- » Lake Chatuge Lodge
- » Boundary Waters Resort & Marina
- » Georgia Mountain Fairgrounds Campsite
- » Boundary Waters Resort & Marina
- » The Retreat at Hiawassee River
- » Serenity Cove Lakefront Cabins
- » The Oaks Lakeside Kitchen
- » Sundance Grill
- » Deer Lodge







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