

# NOW AVAILABLE

- RARE OPPORTUNITY IN HARRISONBURG'S PRIMARY RETAIL AREA.
- NEIGHBORS REGAL CINEMAS AND TOP TWO POWER CENTERS
- GROUND LEASE OR BUILD-TO-SUIT

## UNIVERSITY BOULEVARD PAD SITES

## HARRISONBURG

## COTTONWOOD COMMERCIAL

A COMMERCIAL REAL ESTATE BROKERAGE

1958 EVELYN BYRD AVENUE

HARRISONBURG, VA 22801

[www.cottonwood.com](http://www.cottonwood.com)

540-434-9922



UNIVERSITY BLVD

331

331

# QUICK VIEW

LOCATION	UNIVERSITY BLVD HARRISONBURG
PAD SITES	GROUND LEASE OR BUILD TO SUIT
TRAFFIC COUNTS	UNIVERSITY BLVD (20K VPD)
TRADE AREA:	250,000
ACCESS:	UNIVERSITY BLVD EVELYN BYRD AVE
PARKING	500 + STALLS
PRICE:	CALL TO DISCUSS

NEIGHBORS:



VALLEY MALL



Positioned on University Boulevard and surrounded by leading national retailers, entertainment venues and the market's primary office district, the University Pad Sites represent an exceedingly rare opportunity to locate within the Shenandoah Valley's top-performing retail triangle.

The site sits on two of the most heavily traveled roads, which it shares with Harrisonburg Crossing (Walmart/Home Depot) and Valley Mall (Dick's/Target), the market's top performing power centers.

Atlantic Union Bank Center (<https://tourmkr.com/F1t9kCm1Hb/32168916p&358.02h&90.23t>) is on the same corridor and within site distance. Regal Cinemas immediately neighbors each of the pad locations and over 10,000 office employees are just across University Boulevard.

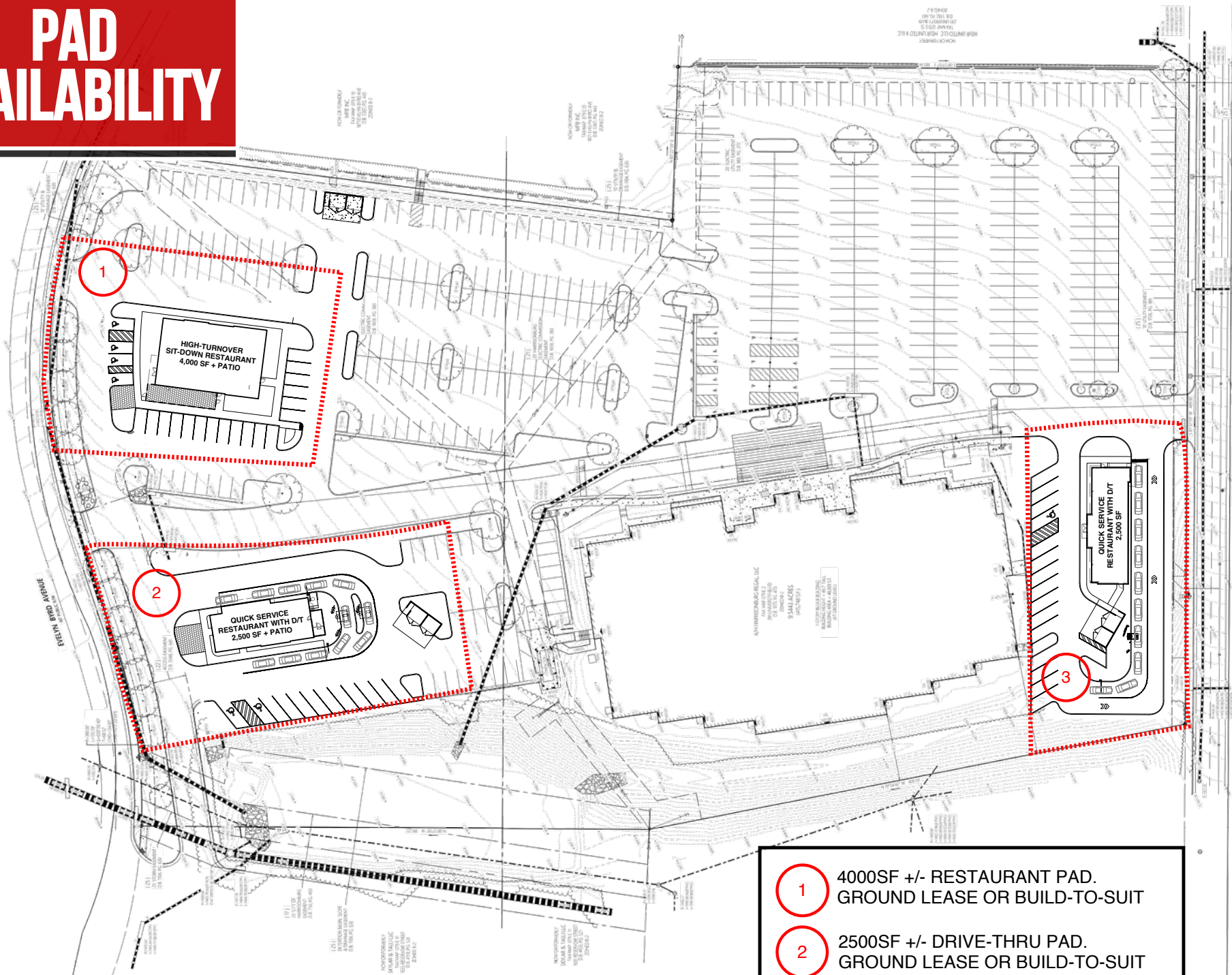
Multiple points of entry from Evelyn Byrd Avenue and University Boulevard (20,000VPD) are available to each of the sites and provide direct connection to Reservoir Street (20,000VPD), E. Market St (32,000VPD), and Interstate 81 (61,000VPD).

The immediate metro area encompasses 140,000 consumers along with a vibrant student community of James Madison University (23,000 students) and the primary trade area exceeds 250,000 consumers due to Harrisonburg's position as a regional destination for employment, shopping, and entertainment.

## AT A GLANCE

- Thriving retail location surrounded by national brands and entertainment.
- Easy access to the most heavily traveled commercial corridors.
- Immediate metro area of 140,000 residents and trade area of 250,000.
- Vibrant student community of James Madison University, Bridgewater College, Blue Ridge Community College, and Eastern Mennonite University with enrollment exceeding 30,000.
- Rare opportunity to locate in Shenandoah Valley's top-performing retail area.

# PAD AVAILABILITY

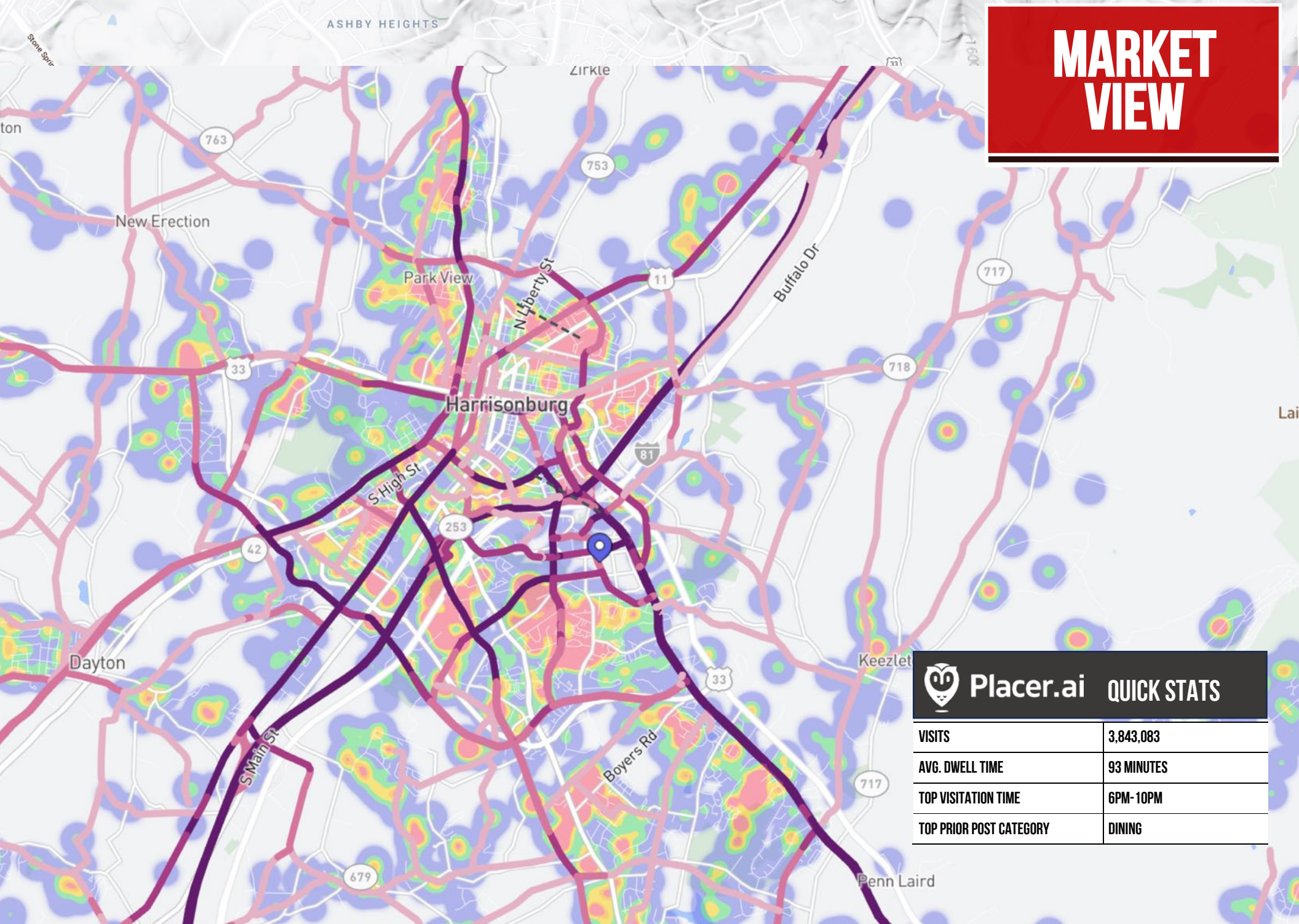


- 1 4000SF +/- RESTAURANT PAD. GROUND LEASE OR BUILD-TO-SUIT
- 2 2500SF +/- DRIVE-THRU PAD. GROUND LEASE OR BUILD-TO-SUIT
- 3 2500SF +/- DRIVE-THRU PAD. GROUND LEASE OR BUILD-TO-SUIT

# NEIGHBORS



# MARKET VIEW



Placer.ai QUICK STATS	
VISITS	3,843,083
AVG. DWELL TIME	93 MINUTES
TOP VISITATION TIME	6PM-10PM
TOP PRIOR POST CATEGORY	DINING

# MARKET MAP





# ABOUT THE METRO



The Harrisonburg-Rockingham Metro Area in Virginia is a dynamic economic region. James Madison University (JMU) drives the education and research sector, attracting students and faculty, and generating economic activity in housing, retail, and services. The region's strong manufacturing sector includes industries such as food processing, machinery manufacturing, plastics, textiles, and printing, providing employment opportunities and driving growth.

Harrisonburg's population increased by over 21% from 2010 to 2020. 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 222,000.

In addition to JMU (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.

