

Traffic Volume & Location Analysis Report

Subject Property: 2309 W. Platt Street, Tampa, FL 33609

Market Subsector: SoHo / Courier City District

Data Sources: Florida Department of Transportation (FDOT) & Plan Hillsborough TPO

The property at **2309 W. Platt Street** is in a high-exposure location within one of South Tampa's most robust consumer and commuting submarkets. Operating as a primary two-lane, one-way eastbound arterial road, this specific stretch of Platt Street delivers continuous, front-facing vehicle visibility directly to the property's doorstep.

Vehicular Traffic Counts (AADT)

- **W. Platt Street (Direct Property Frontage):** 14,000 – 16,500+ Vehicles Per Day (VPD)
- **S. Howard Avenue Corridor (Immediate Intersection):** 18,500+ Vehicles Per Day (VPD)
- **Total Macro-Submarket Exposure (Platt / Hyde Park Conduits):** 18,500 – 23,000+ VPD
- **Built-In Eastbound Consumer Funnel:** As a two-lane, one-way traffic artery, 2309 W. Platt Street captures the natural flow of morning commuters and daily patrons traveling from South Tampa residential hubs straight toward the Downtown Tampa core. [\[1\]](#), [\[2\]](#)
- **The SoHo District Advantage:** Located steps from the famed South Howard Avenue strip, the location benefits heavily from extended daytime and nighttime consumer traffic. [\[1\]](#)
- **Strategic Detour & Relief Route:** Platt Street functions as the city's designated relief corridor whenever nearby arterial routes face peak traffic. This guarantees elevated "passive" brand impressions from regional drivers.
- **Exceptional Walkability & Demographics:** Surrounded by high-density, affluent residential zones, the site pairs high vehicle counts with an active, pedestrian-friendly local footprint.