

COTTONWOOD
COMMERCIAL
A COMMERCIAL REAL ESTATE BROKERAGE



COMMERCIAL LAND • HARRISONBURG, VA

A HARD-CORNER OPPORTUNITY ON SOUTH MAIN STREET

2140 S. MAIN ST • ±8.93 AC • ±608 LF FRONTAGE • 46,000 VPD

FOR SALE

THE OPPORTUNITY

A HARD-CORNER DEVELOPMENT SITE WHERE TWO PRIMARY CORRIDORS MEET

SIGNALIZED HARD CORNER

The site holds the signalized corner of South Main Street and Stone Spring Road, where two of Harrisonburg's primary commercial corridors meet, with access off South Main.

MINUTES FROM JMU'S MAIN CAMPUS

The site sits about 1.5 miles from the main campus of James Madison University, the market's largest single demand driver.

A GROWING RESIDENTIAL BASE

More than 2,400 residential units are either under construction or planned within two miles, feeding daily demand to the corner.

ALL UTILITIES WITHIN PROXIMITY

Water, sewer, natural gas, electric, and fiber are within proximity of the site.

APPROXIMATELY 46,000 VEHICLES PER DAY

South Main carries 27,000 vehicles per day and Stone Spring 19,000, combining for approximately 46,000 vehicles past the corner from two directions.

AN ESTABLISHED RETAIL NODE

Directly across South Main, an anchored center brings Ollie's Bargain Outlet, U-Haul, and a national QSR cluster, with Sharp Shopper, Workout Anytime, and CarMax along the corridor.

SIZED FOR GROCERY, CONVENIENCE & MORE

The acreage and corner suit a grocery or convenience store anchor and carry a broader set of commercial, hospitality, office, and high-density residential uses.

±1.3 MILES FROM I-81

Exit 243 ties I-81 directly to South Main and back, putting the site on an interstate stretch of 58,000 vehicles per day that is now being widened to a third lane in each direction.

8.93

ACRES

46,000

COMBINED VPD

±608

LF FRONTAGE

1.5

MILES TO JMU

\$3.795M

LIST PRICE

THE SITE

PROPERTY DETAIL

ADDRESS	2140 S. Main St, Harrisonburg, VA 22801
LOT SIZE	±8.93 Acres
PARCELS (APN)	006 D 8, 9, 12 & 13
ZONING	B2 General Business
FRONTAGE	±608 LF on South Main St
ACCESS	Access off South Main; signalized corner at Stone Spring Rd
TRAFFIC	46,000 VPD combined (27,000 S. Main / 19,000 Stone Spring)
UTILITIES	Water, sewer, natural gas, electric, fiber
TO JMU MAIN CAMPUS	±1.5 Miles
TO I-81 EXIT 243	±1.3 Miles
PRICE / ACRE	±\$425,000 / Acre
LIST PRICE	\$3,795,000

THE POSITION

The corner concentrates several of the market's strongest demand sources at one point: commuter traffic on both roads fed directly between downtown and I-81, JMU's main campus about 1.5 miles away, the connection South Main provides to downtown, and a growing residential base in every direction. Those forces converge at the corner rather than passing it.

SITE AT A GLANCE

8.93

TOTAL ACRES

±608

LF FRONTAGE

46,000

COMBINED VPD

B2

GENERAL BUSINESS ZONING

±\$425K

PRICE / ACRE

1.5

MILES TO JMU

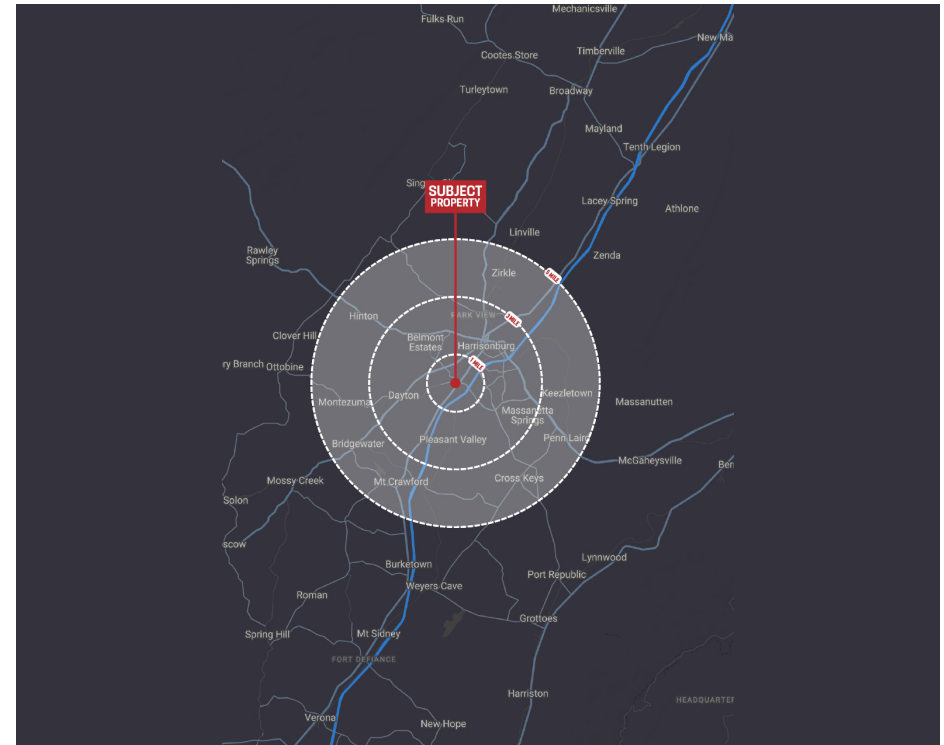


WHY YOUR USE WORKS HERE

A DENSE, GROWING TRADE AREA WITH STRONG DAYTIME DRAW

Harrisonburg anchors a regional market of more than 265,000 people across the central Shenandoah Valley, drawing shoppers from a 20-to-30-mile radius, with a metro population that exceeds 146,000. Within that market, the immediate trade area around the corner is dense and active.

The corner concentrates commuter traffic on South Main and Stone Spring, JMU's main campus about 1.5 miles away, and a growing residential base, producing a strong daytime demand for daily-needs retail, grocery, and convenience uses.



1 / 3 / 5-mile radius from the subject property

TRADE AREA	3-Mile	DRIVE TIME	10-Min	TRAFFIC	VPD
POPULATION	50,493	POPULATION	52,864	SOUTH MAIN ST	27,000
DAYTIME POP.	69,640	DAYTIME POP.	70,262	STONE SPRING RD	19,000
HOUSEHOLDS	16,966	HOUSEHOLDS	17,882	COMBINED	46,000
AVG HH INCOME	\$85,676	AVG HH INCOME	\$92,116	I-81 (EXIT 243)	~58,000

Source: 2025 Esri estimates, 3-mile radius and 10-minute drive time from 2140 S. Main St. Traffic counts per corridor.

DEMAND DRIVER

JAMES MADISON UNIVERSITY

James Madison University's main campus sits about 1.5 miles from the site and remains the market's largest single demand driver. The public research university, founded in 1908, 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 (up roughly 50 percent since 2021), and the acceptance rate has fallen from 86.3 percent in 2021 to 68.8 percent in 2025.

The university's pull shows up in the trade area itself, where the median age is roughly 25 and residents aged 15 to 24 make up about 36 percent of the three-mile population. JMU's move to FBS football and recent bowl-eligible seasons draw family and alumni traffic through the year, generating recurring, high-frequency demand within a short drive of the property.

JMU AT A GLANCE

22.9K

ENROLLMENT

44,491

APPLICATIONS (2025)

+10.1%

UNDERGRAD GROWTH

68.8%

ACCEPTANCE RATE



James Madison University, about 1.5 miles from the site

ECONOMIC BASE

MANUFACTURING, AGRIBUSINESS & INDUSTRY

Harrisonburg's economy runs well beyond the university. A deep base of pharmaceutical manufacturing, brewing, healthcare, and one of the country's leading poultry and agribusiness clusters draws a professional and shift workforce to the market every day, independent of the academic calendar, supporting steady, year-round demand.



POULTRY & AGRIBUSINESS

- \$2.2B annual output
- ~4,150 jobs (2020)
- \$113.9M expansion



MERCK (ELKTON)

- \$3B Center of Excellence
- 1,200 to 1,500+ jobs
- Completion 2029



MOLSON COORS

- ~530 employees
- 7.1M barrels / yr
- 1,800+ acre campus



SENTARA RMH

- Regional medical center
- Anchors healthcare base
- Year-round demand

F&B

FOOD & BEVERAGE

- Recognized production hub
- Diversified food makers
- Multi-shift payroll

POULTRY & AGRIBUSINESS

The central Shenandoah Valley is one of the country's leading poultry-processing regions. Harrisonburg and Rockingham County together generate about \$2.2 billion in agricultural output a year (Virginia Farm Bureau).

Poultry alone employs roughly 4,150 people across the city (1,187) and county (2,963) as of 2020 (U.S. Bureau of Labor Statistics).

The sector is expanding: the Virginia Poultry Growers Cooperative is investing \$113.9 million in Rockingham County, including a new feed mill with the largest storage capacity on the East Coast (Office of the Governor of Virginia, 2026).

PHARMA, BREWING & HEALTHCARE

A few miles from the site, Merck's Elkton campus is adding a \$3 billion pharmaceutical Center of Excellence. On completion in 2029, onsite employment is projected to rise from 1,200 to more than 1,500.

The Molson Coors Shenandoah Brewery runs about 530 employees brewing roughly 7.1 million barrels a year on a campus of more than 1,800 acres.

Sentara RMH Medical Center anchors a substantial regional healthcare workforce, adding steady demand across every season.

Sources: Virginia Farm Bureau; U.S. Bureau of Labor Statistics (2020); Office of the Governor of Virginia (2026); company figures.

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, a 21.43 percent increase in annual visitation. 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, South Main among them.

1.7M

PARK VISITS

\$175M

ECONOMIC BENEFIT

1M

MASSANUTTEN

6,000+

RESORT ACRES



Shenandoah National Park, minutes from Harrisonburg

ABOUT TIM REAMER

BROKER • COTTONWOOD COMMERCIAL

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 top national retailers and restaurants, working on site selection, entitlement, financial analysis, and contract review.

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

E tim.reamer@cottonwood.com **C** 540.271.7525 **O** 540.434.9922

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