

12.21 ACRE LAND SITE FOR SALE

PRIME DEVELOPMENT OPPORTUNITY

Northborough, Massachusetts

NAI Parsons Commercial
Group Boston

** Property lines are approximate and for illustrative purposes only.



AVALON
382 Units

**NORTHBOROUGH
CROSSING**

455 West Main Street
NORTHBOROUGH, MA

**±12.21
ACRES**

ACCESS VIA
SHOPS WAY

±12.21 ACRE LAND SITE ADJACENT TO NORTHBOROUGH CROSSING SHOPPING CENTER

455 West Main Street
NORTHBOROUGH, MA

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Property Overview

455 W. Main Street Northborough, MA

Flexible Zoning, Regional Access, and Growth-Friendly

NAI | Parsons Commercial Group | Boston is pleased to present a rare ±12.21-acre development opportunity in Northborough, Massachusetts. Located adjacent to Northborough Crossing—a major retail destination anchored by BJ's Wholesale Club, Wegmans, T.J. Maxx, Kohl's, and Dick's Sporting Goods—the site also borders Avalon Northborough, a 382-unit luxury apartment community.

Zoned Residential B (RB), the property allows for a range of development uses, including congregate housing, nursing home, solar field, and office space, with assisted living and office buildings permitted by special permit. With immediate access to Route 20 and close proximity to Route 9, I-290, and I-495, the site is highly accessible and well-positioned for future growth.

Northborough is an affluent and expanding community in the MetroWest region, offering strong demographics, high household incomes, and steady residential and commercial demand. This is a prime opportunity for developers and investors to capitalize on a growing market with excellent visibility, amenities, and regional connectivity.

ALLOWED USES

- Congregate Housing
- Assisted Living Facility
- Nursing Home Facility
- Solar Fields
- Office Building

Allowed uses are summarized for convenience and may be subject to interpretation or change. For full details, refer to the Northborough Zoning Bylaws or consult the Northborough Planning Department.



ADDRESS
455 W. Main Street
Northborough, MA



ASSET TYPE
Land/Development
Site



ZONING
RB
Residential B



LOT SIZE
±12.21 Acres



ACCESS
Shops Way
Off Route 20



UTILITIES
Water & Sewer:
Northborough

Location Overview

Northborough, Massachusetts

High-Traffic Location Positioned for Growth

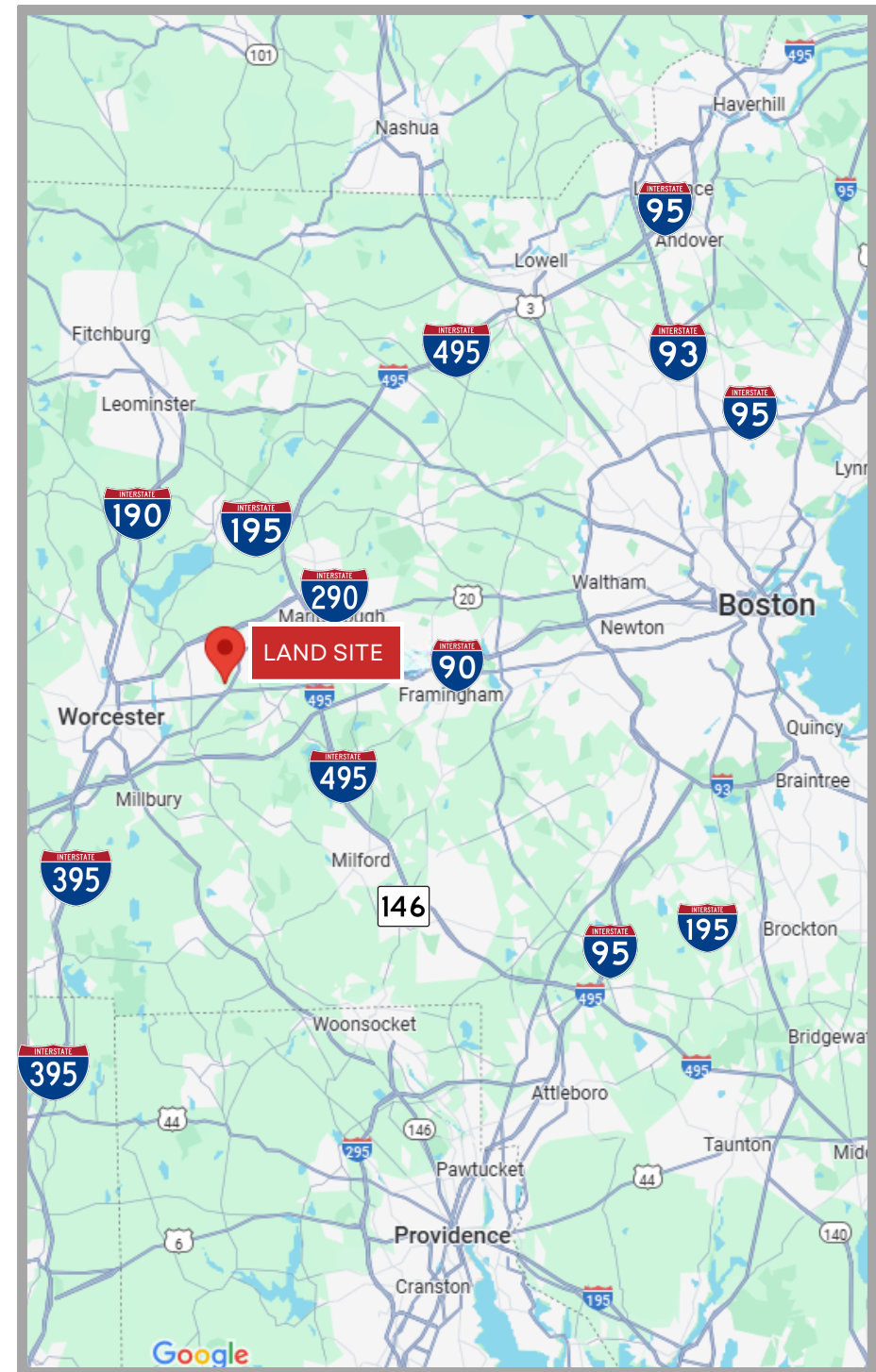
Northborough, Massachusetts- located in Worcester County- is strategically situated with direct access to I-495, I-290, and the Massachusetts Turnpike (I-90), offering seamless connectivity to Boston, New Hampshire, Rhode Island, and Connecticut. This central location provides businesses and developers with a competitive advantage in accessing key regional markets and workforce.

The site is directly adjacent to Northborough Crossing, a high-traffic retail center anchored by BJ's Wholesale Club, Wegmans, Kohl's, T.J. Maxx, Homesense, and Dick's Sporting Goods. Nearby amenities and strong residential density—including Avalon Northborough (382 units) and Parc Westborough (249 units)—further support long-term demand. With stable demographics and pro-growth governance, Northborough presents an exceptional opportunity for commercial, residential, or mixed-use development.

DEMOGRAPHICS

Population	2 Miles	5 Miles	10 Miles
Total Population	21,423	98,310	465,624
Average Age	41	41	40
Average Age (Male)	40	40	39
Average Age (Female)	42	42	41
Households & Income	2 Miles	5 Miles	10 Miles
Total Households	7,668	37,307	178,395
# of Persons per HH	2.8	2.6	2.6
Average HH Income	\$186,282	\$168,392	\$133,580
Average House Value	\$703,998	\$624,989	\$504,895

Demographics data derived from AlphaMap



► Strategic Development Location

Northborough, Massachusetts

Retail, Residential, and Road Access—All Within Reach

12 MINUTE DRIVE



15 MINUTE DRIVE



455 West Main Street
NORTHBOROUGH, MA

NORTHBOROUGH
CROSSING



382 Units



RK SPEEDWAY
PLAZA



249 Units



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AVALON
382 Units

MATTRESS FIRM
MOOYAH
pure barre
Pedi-Q Urgent Care
ANYTIME FITNESS
SAINT VINCENT MEDICAL GROUP

NORTHBOROUGH CROSSING

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NORTHBOROUGH, MA

±12.21
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For More Information:

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