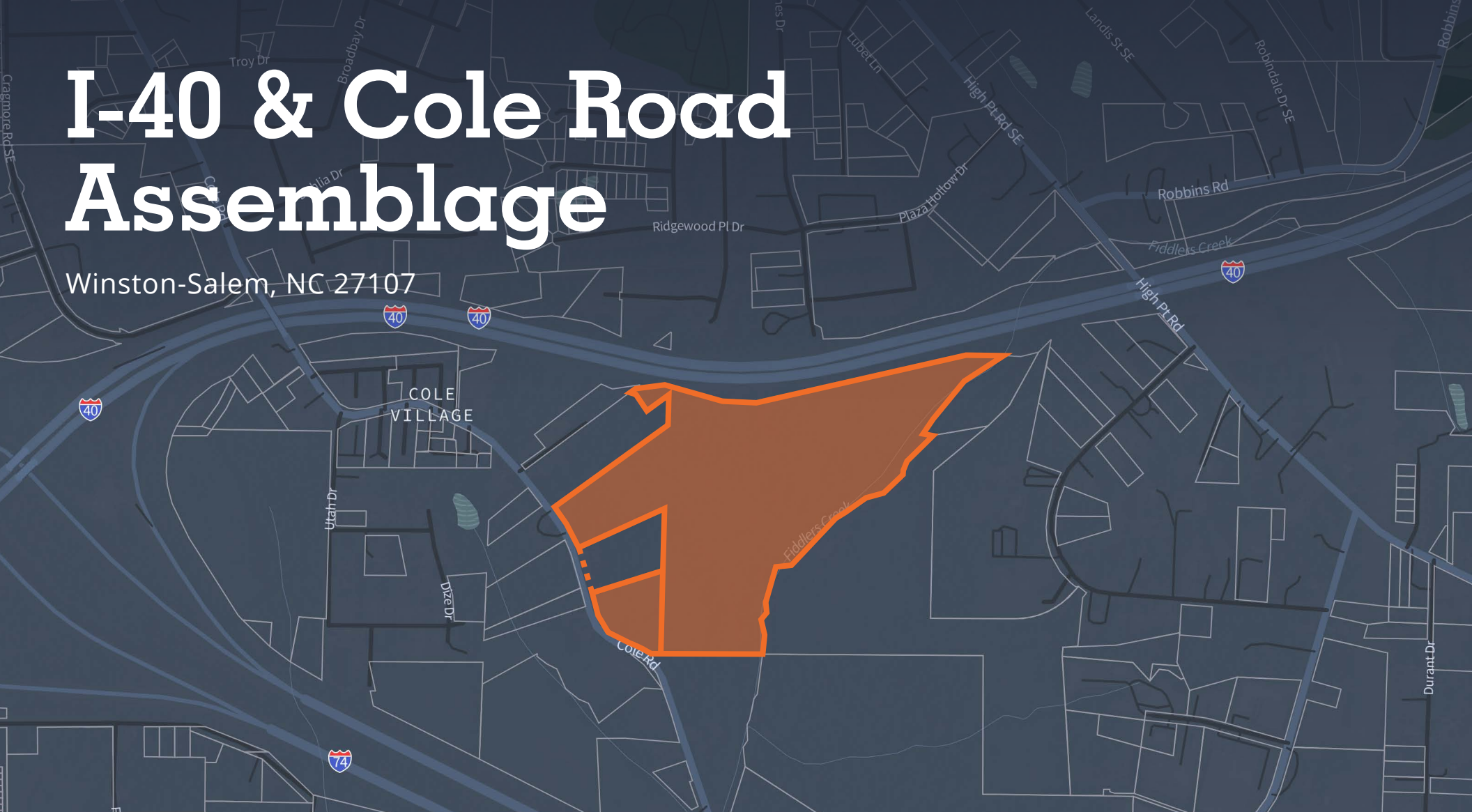


I-40 & Cole Road Assemblage

Winston-Salem, NC 27107



Land for sale

59.62-acre multifamily/townhome
development - approved site plan



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01

Executive summary



Executive summary

Avison Young and eXp Commercial are pleased to present an excellent investment opportunity, 0 Cole Road, Winston-Salem, North Carolina 27107 (the "Property"). This ±59.62-acre site offers an approved site plan for multifamily and townhome development, strategically located with direct frontage along Interstate 40. Currently zoned RM18-S, the property is designated for medium-density residential use with special conditions, making it well-suited for a thoughtfully planned community targeting middle to upper-income residents. The site's scale, visibility, and accessibility also position it as a strong candidate for rezoning or special-use approval to accommodate mixed-use elements, such as neighborhood retail or community amenities. Located within the dynamic Piedmont Triad region, the property benefits from excellent connectivity to I-40, I-74, and US-52, and is supported by a robust infrastructure and workforce. With utilities available and a generally level topography, the site is development-ready and represents a rare opportunity for investors and developers to deliver a high-quality residential project in one of North Carolina's most active growth corridors.

Investment Highlights



High visibility and accessibility from Interstate 40



Ready-to-develop with essential infrastructure in place



Excellent long-term value in a growing market



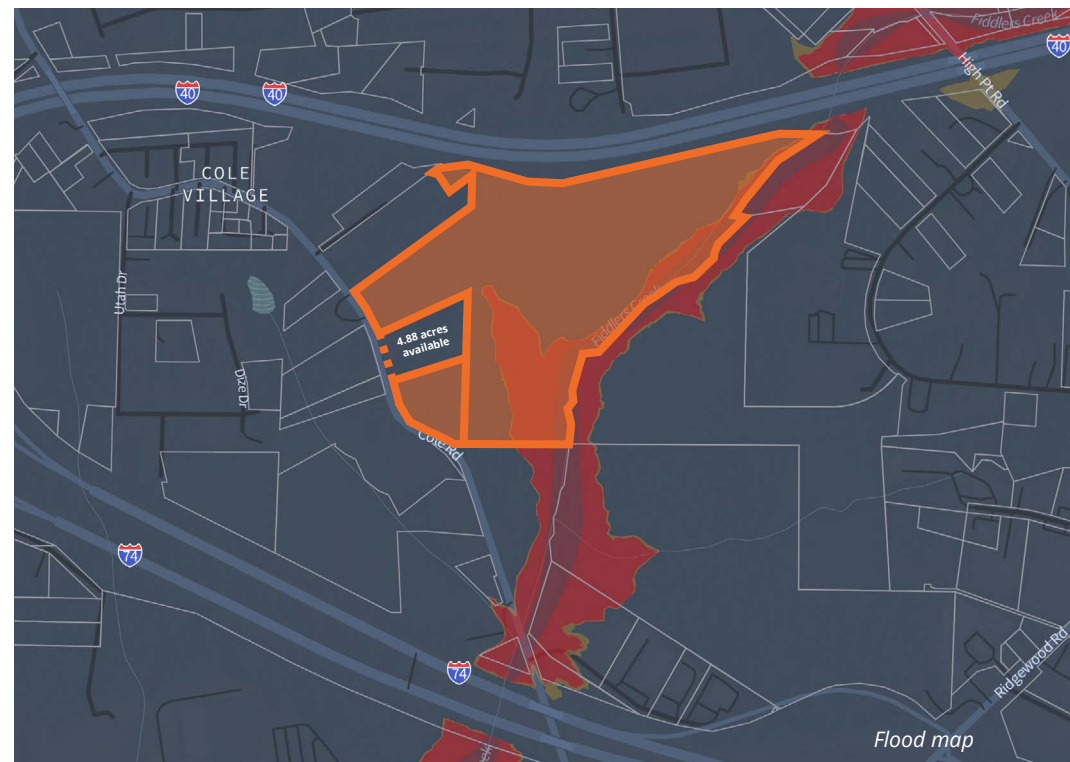
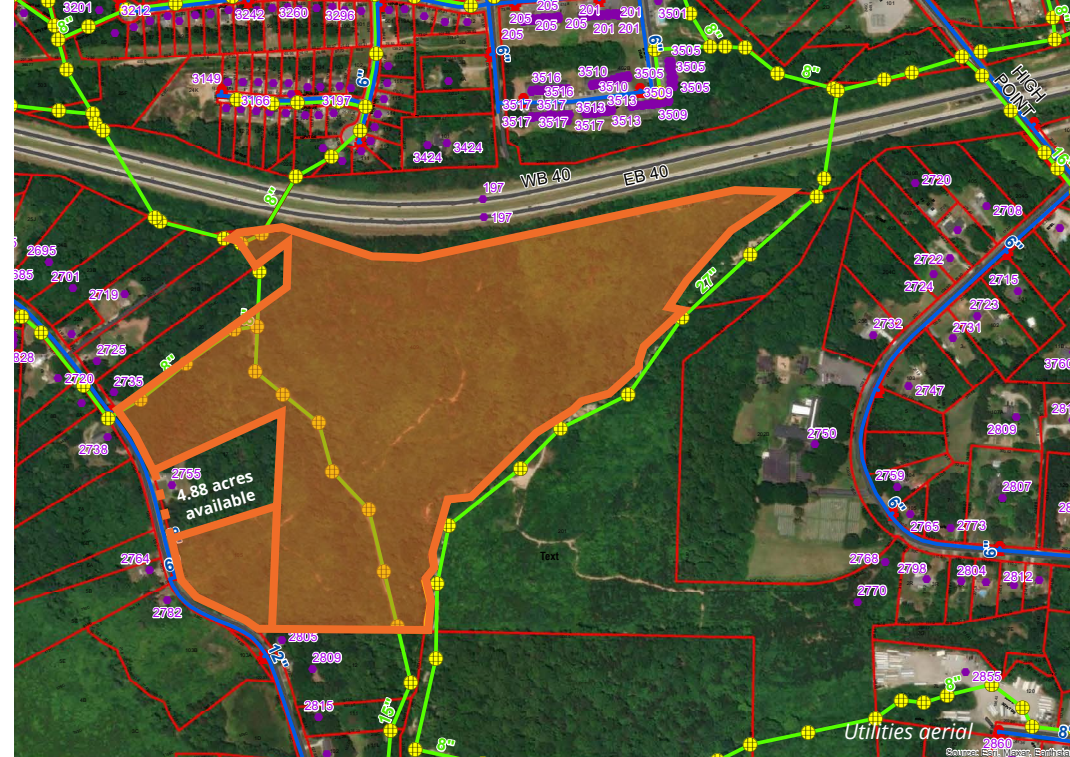
02

Property overview

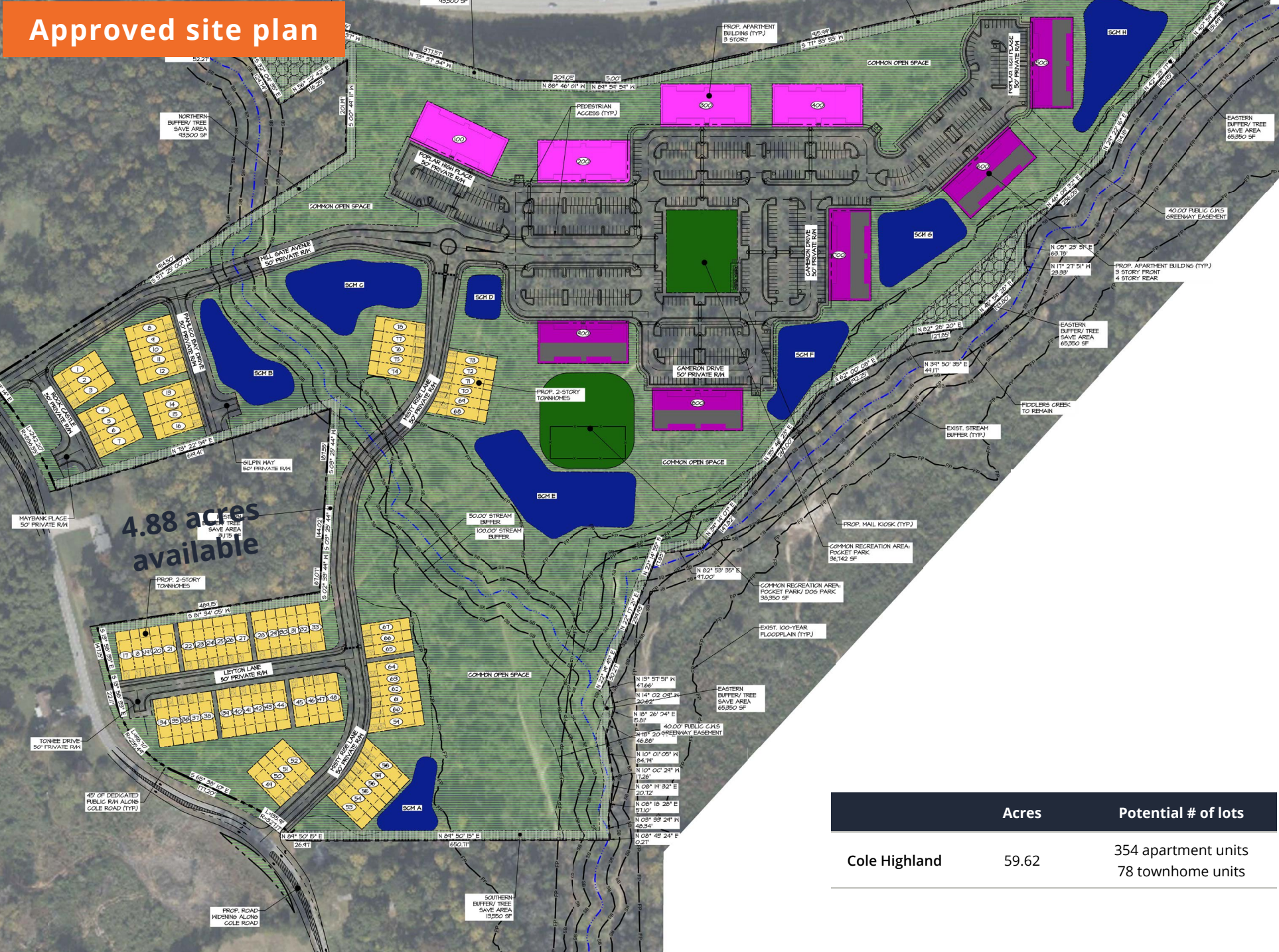
Property overview

Sale price	\$2,981,000
Address	0 Cole Road
City	Winston-Salem
State	North Carolina
Zipcode	27107
Total lot size	59.62 acres
Price/acre	\$50,000
PIN	6854-34-9641 / 6854-33-1619
County	Forsyth
Zoning	RM18-S

- Approved for 354 apartment units and 78 townhome units
- Site has access to City of Winston-Salem water & sewer
- Situated near downtown Winston-Salem with convenient access to major highways
- Currently approved for multifamily and townhome development
- Ideal for multifamily, townhome, or storage/warehouse projects
- Offers the opportunity to create a high-quality residential community in a desirable area
- Positioned to attract middle to upper-income residents seeking an upscale living environment

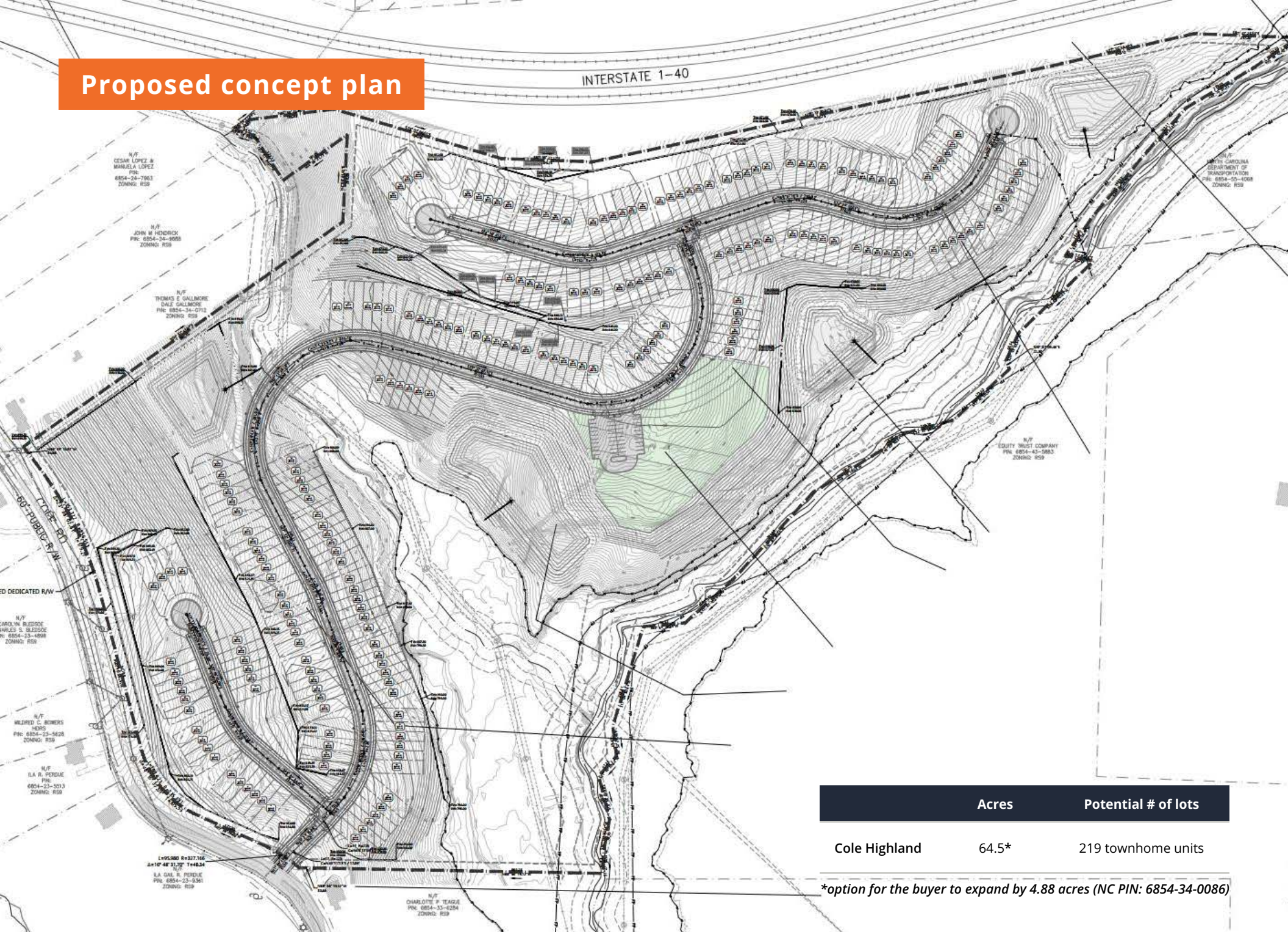


Approved site plan



	Acres	Potential # of lots
Cole Highland	59.62	354 apartment units 78 townhome units

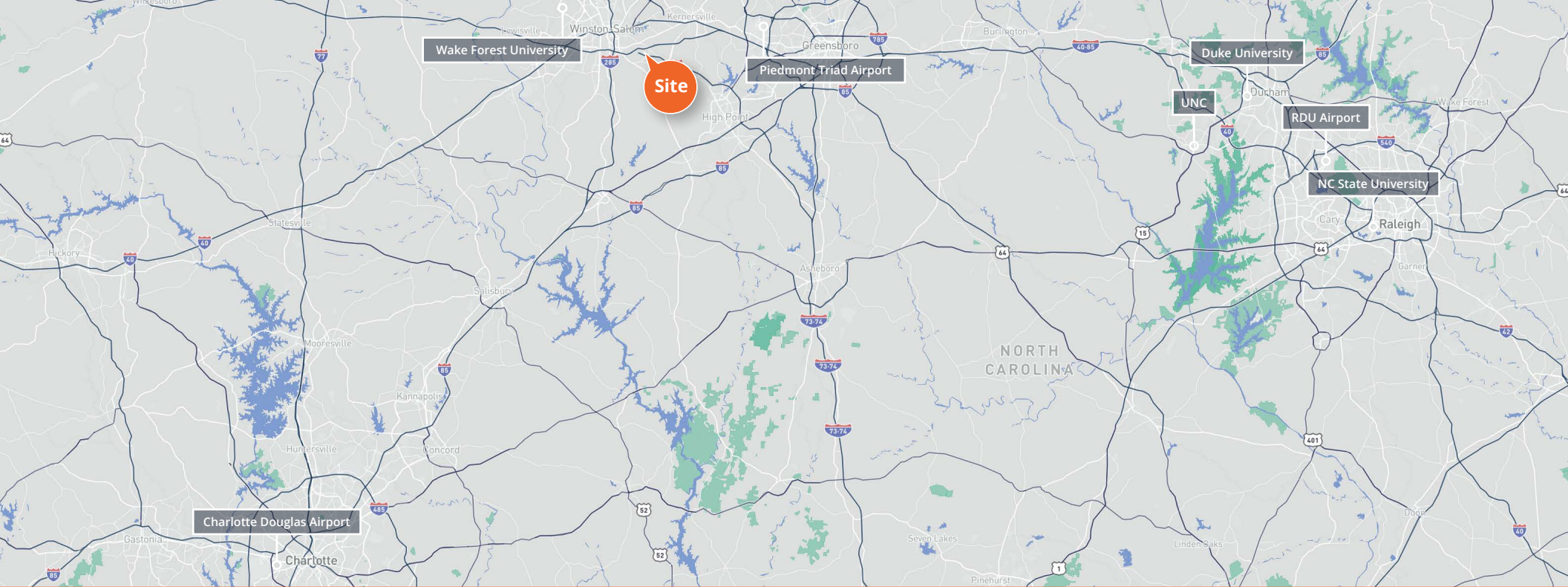
INTERSTATE 1-40



A map of Winston-Salem, North Carolina, with a large orange '03' overlaid on the left side. The map shows various streets, parks, and landmarks. The '03' is a large, bold, orange number. The background is a dark blue map with white text for street names and landmarks. The '03' is positioned over the western part of the city, near Reynolda Park and Reynolda Village. The text 'Location overview' is written in white on the right side of the map, below the '03'.

03

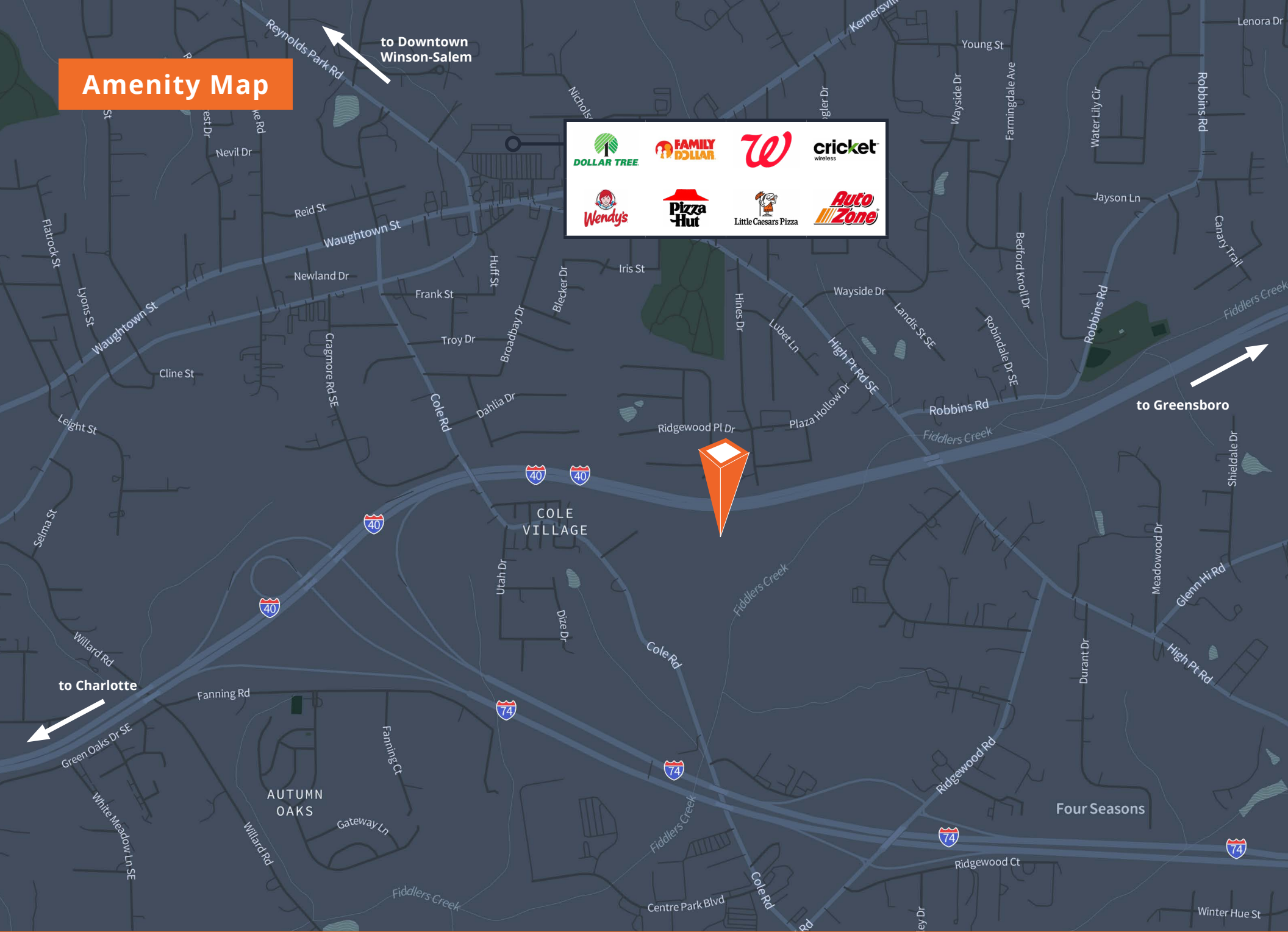
Location overview



Location overview

	Mileage	Time
Wake Forest University	9 miles	19 min
Piedmont Triad International Airport	22 miles	24 min
Greensboro	28 miles	32 min
University of North Carolina at Chapel Hill	76 miles	1 hr 17 min
Duke University	77 miles	1 hr 12 min
Durham	80 miles	1 hr 15 min
Charlotte	83 miles	1 hr 18 min
Charlotte Douglas International Airport	85 miles	1 hr 18 min
Raleigh-Durham International Airport	91 miles	1 hr 24 min
North Carolina State University	100 miles	1 hr 33 min
Raleigh	102 miles	1 hr 40 min

Amenity Map



A dark-themed map of Winston-Salem, North Carolina, serves as the background. The map shows various streets, parks, and landmarks. A large, bold, orange number '04' is superimposed on the left side of the map. To the right of the '04', the text 'Market overview' is written in a white, sans-serif font. A thin white horizontal line is positioned below the '04' and the text.

04

Market overview

Market overview

The Triad Region

Located in the center of North Carolina, the Triad is a 12-county region anchored by Greensboro, High Point and Winston-Salem. It encompasses diverse cities, rural communities and charming towns that offer low cost of living and high-value housing options making it one of the best places to live in North Carolina. Ideally located halfway between New York and Florida and halfway between Washington DC and Atlanta GA, the Triad is home to game-changing companies specializing in everything from aerospace and biotechnology to financial and creative services.



\$800m+
Investment dollars

The Innovation Quarter, a nationally recognized district, attracts over \$800 million in investments, houses more than 170 companies in Downtown Winston-Salem.

With its central North Carolina location and proximity to four major interstate highways, the Triad region is a key transportation and manufacturing hub. Long known as one of the primary manufacturing and transportation hubs of the southeastern United States, the Triad is home to 1.7 million people.

Demographics	
Total population	669,276
Total employees	223,264
Total businesses	24,801
Households	317,412
Average household income	\$94,296
Median home value	\$229,668



Winston-Salem skyline



Winston-Salem skyline

Manufacturing has long been a key part of North Carolina's history, especially in the Triad region. While the industry remains strong, jobs are changing to keep up with modern needs. Major companies like Krispy Kreme, Mack Trucks, and Reynolds-American are based in the Triad. The region is also a hub for aerospace and aviation, with many companies growing and hiring. The Triad has a workforce of over 815,000 people, and about 25,000 degrees are awarded each year.

Healthcare is another major employer, supported by a strong network of hospitals. Wake Forest's School of Medicine helps students quickly move into healthcare careers. The region also supports innovation in biotech and pharmaceuticals, with companies like Aestas Pharma and Drumetix leading research.

Tech is growing too. Startups are expanding and hiring, while established companies like AT&T continue to offer jobs in IT and tech support.

#2 Best city for business costs

Wallethub, 2024

Cost of living

The Triad region offers some of the most favorable scores on the Council for Community and Economic Research's acclaimed cost of living index. Housing, utilities, groceries, transportation and health care all cost below the national average here.

#2 Most affordable metro area

Wallethub, 2024

Quality of life

The Triad offers a high quality of life with lively downtowns, family-friendly neighborhoods, and 80 miles of walking and biking trails. Residents enjoy easy access to top colleges, Southern cuisine, local craft breweries, and wineries.

Accessibility

The Triad's east coast location is ideal for businesses needing quick access to suppliers. Over half of the U.S. population is within 650 miles, and major highways like I-85, I-40, I-77, I-74, and I-73 connect the region to key markets across the country.

Education

The Triad is home to 21 colleges and universities, offering easy access to quality education. Top schools include Wake Forest, Elon, Salem College, High Point University, UNC Greensboro, and Winston-Salem State. Eleven schools in the region rank among the top five in their categories, according to U.S. News & World Report. Over 100,000 students are currently enrolled, and more than 25,000 degrees are awarded each year. About 28% of adults in the Triad have a bachelor's degree or higher.

#2 Best college in NC

U.S. News & World Report

Wake Forest University

Wake Forest University has a long history, dating back to 1838, making it one of North Carolina's oldest colleges. Its medical school is nationally recognized and recently opened new facilities in downtown Winston-Salem. The Bowman Gray Medical Center for Education is part of the Wake Forest Innovation Quarter, a modern urban campus built from former tobacco factories, now used for education, research, and business.

Major industries

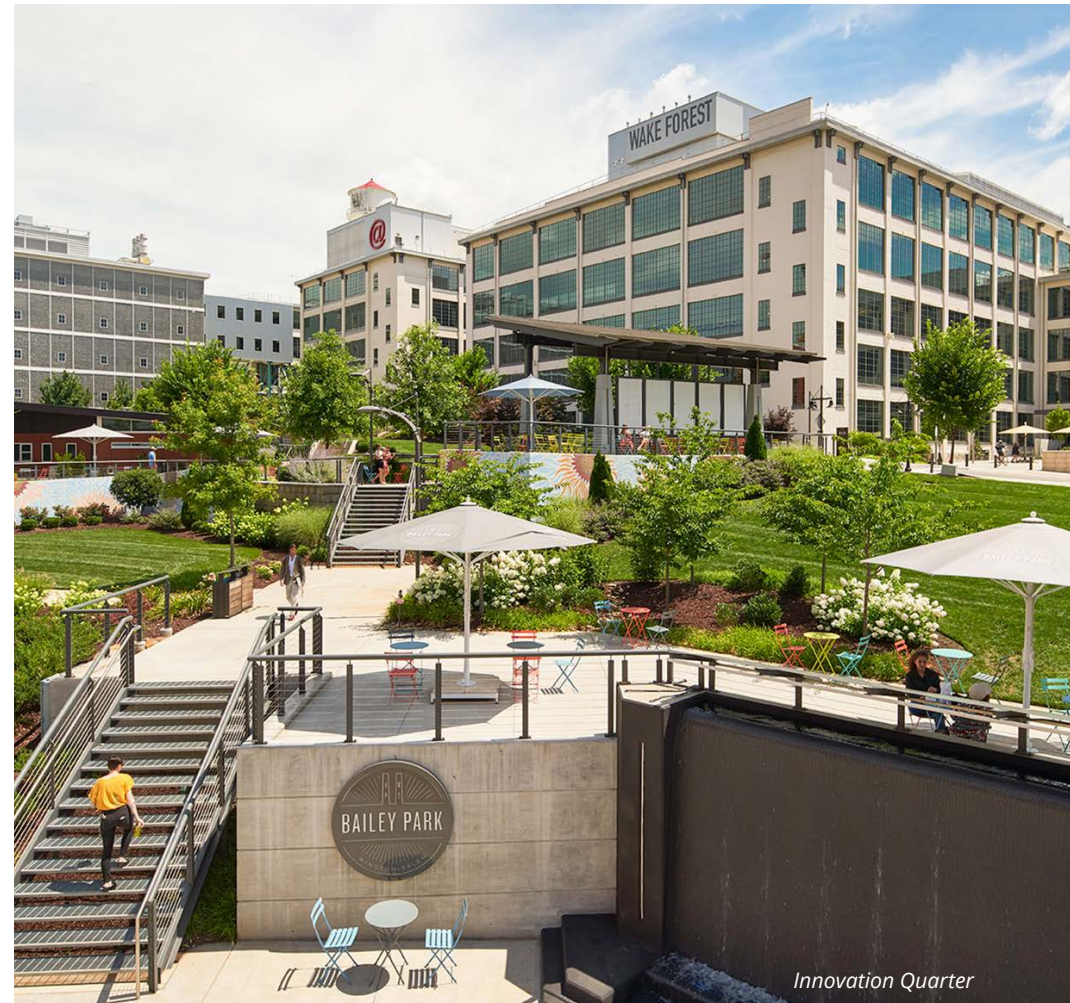
The Triad's favorable business climate and rich talent pool have led new and expanding businesses to announce jobs at an accelerated pace in recent years.

The region has historically been tied to textiles, furniture, and tobacco and is currently a key transportation and manufacturing hub. New growth industries that are emerging include distribution, logistics, bio-technology, and aviation & aerospace.

The Winston-Salem MSA unemployment rate totaled 3.5% in January 2024. At 30 basis points below the national average, the Winston-Salem MSA has one of the lowest unemployment rates in the Southeast.

Innovation Quarter

Winston-Salem has a long history of innovation, dating back to its early Moravian settlers. Today, that spirit continues in the Innovation Quarter, led by Wake Forest Health Sciences and supported by local and state governments. Since 2012, over 1.7 million square feet of mixed-use space has been developed, blending new buildings with restored historic ones. The Innovation Quarter spans more than 330 acres, with plans for over 2.4 million more square feet of development. It's now home to 170+ companies, five major academic institutions, over 3,700 workers, and 1,800 students.



Innovation Quarter

**If you would like more
information on this offering,
please get in touch.**

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