

PROPERTY HIGHLIGHTS



**KITTRELL &
ARMSTRONG, LLC**



- Approximately 51.6 +/- Acres of Land
- Proposed Lot Sizes of Minimum 2 Acres
- In Close Proximity to National Retailers
- Zoned: Industrial (Town of Winterville) Allows for Commercial Use Such as shopping Center or Grocery Store
- Located within the Winterville ETJ (Extraterritorial Jurisdiction)
- Owner/Broker

Sales Price: \$4,300,000.00

4957 WINTERVILLE PKWY, NC 28590

Parcel Number: 16204



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Property Overview

This 51.6 +/- acre development opportunity, located in Winterville, NC, is offered for sale at \$4,300,000. Zoned Industrial by the Town of Winterville, the site supports a wide range of commercial and mixed-use development options, including retail centers, grocery anchors, or other large-scale commercial projects.

With high visibility and frontage along Winterville Parkway, the property benefits from excellent accessibility and strong surrounding commercial activity. The site's configuration is ideal for subdivision or phased development, with proposed lot sizes beginning at approximately 2 acres, allowing flexibility for multiple tenants or users.

Located within one of Pitt County's fastest-growing corridors and in close proximity to major national retailers, this property presents a prime investment opportunity for developers and investors seeking a well-positioned asset in a thriving market.



Location

- Prime Location
- Located on Winterville Parkway, a major thoroughfare.
- Close proximity to national retailers, ensuring strong visibility and consumer traffic



Pricing Summary

- Sales Price: \$4,300,000
- Approximately \$83,333/Acre



Potential

- Development Potential: Proposed lot sizes with a minimum of 2 acres, Ideal for phased or multi-use development.
- Flexible Zoning: Currently zoned Industrial, permitting a variety of commercial uses

Gallery



KITTRELL &
ARMSTRONG, LLC

02



01

Flexible Zoning: Permitting a variety of commercial uses



02

Ideal for phased or multi-use development.



03

Development Potential: Proposed lot sizes with a minimum of 2 acres,



Drone Footage



Market Analysis

Economic & Population Growth

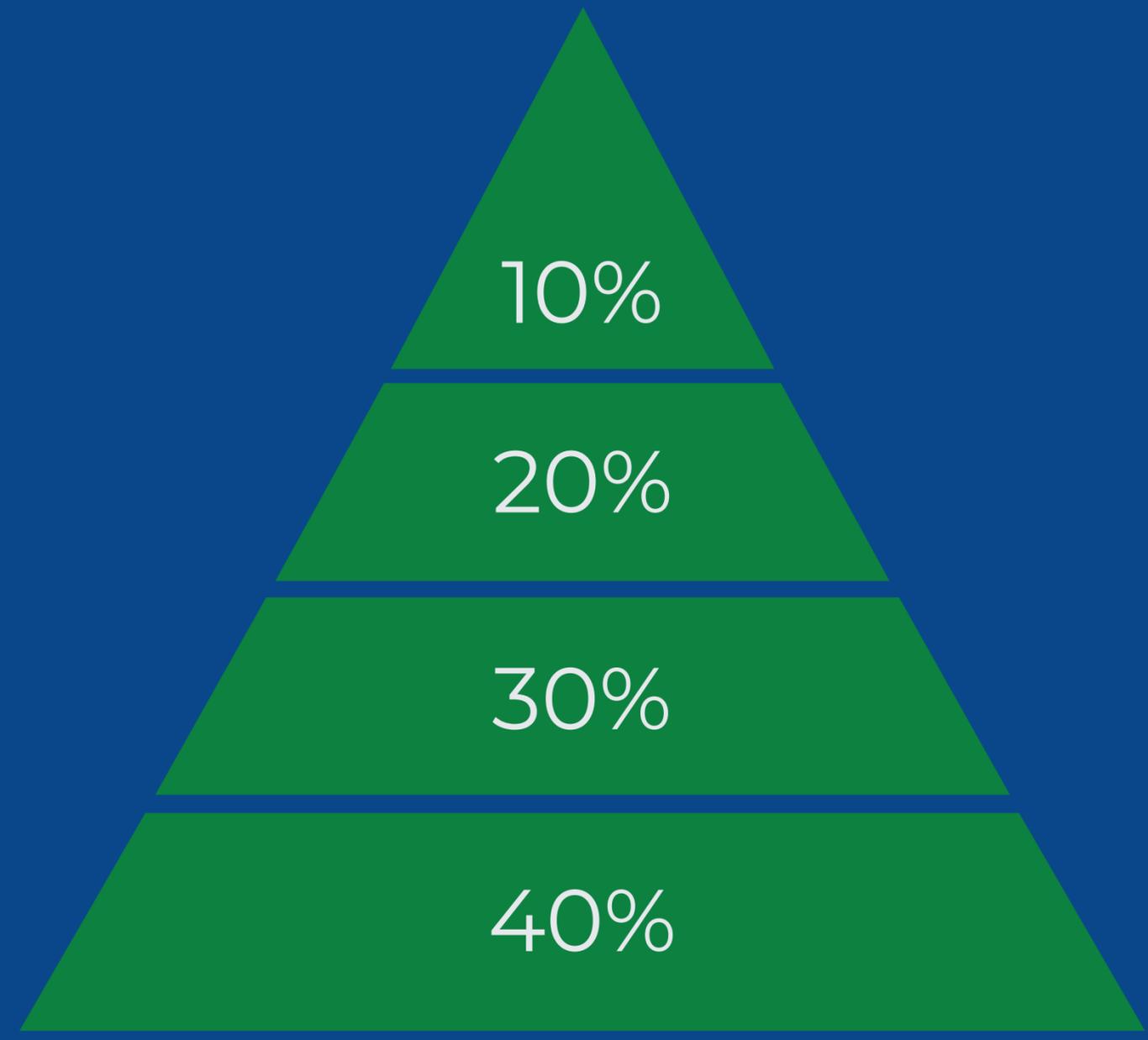
- Winterville’s latest population is approximately 10,624 residents with a year-over-year growth of about 1.1%.
- Median household income stands around \$82,783
- The town benefits from its strategic location: immediate access to major routes including US-264 and US 11, and proximity to the larger metro hub of Greenville, NC, providing regional connectivity for logistics and commerce.
- Workforce education is strong: approximately 42 % hold a bachelor’s degree or higher. Above regional averages.

Major Employment Drivers

- Anchored by East Carolina University and ECU Health Medical Center, Greenville serves as the medical and educational hub of Eastern North Carolina.
- The industrial, logistics, and healthcare sectors continue to expand, fostering small-business growth and sustained retail demand.
- Proximity to major highways and the Greenville Eastern North Carolina Airport supports regional business connectivity.

Commercial Market Trends

- Median home value is reported at about \$313,500 (June 2025) with modest growth of 1.2 % year-over-year in Winterville.
- Owner-occupancy is high 86.6 %, indicating less turnover and strong homeowner base.
- The town is positioned as a growing small-town community within a larger metro area, appealing to families, young professionals, and people seeking affordability with amenities.
- Local economy supports commercial growth: business incentives are in place, low property tax rate (\$0.475/100) boosts investment appeal.



Winterville is ranked #1 of places to live in Pitt County.



Demographics

2020

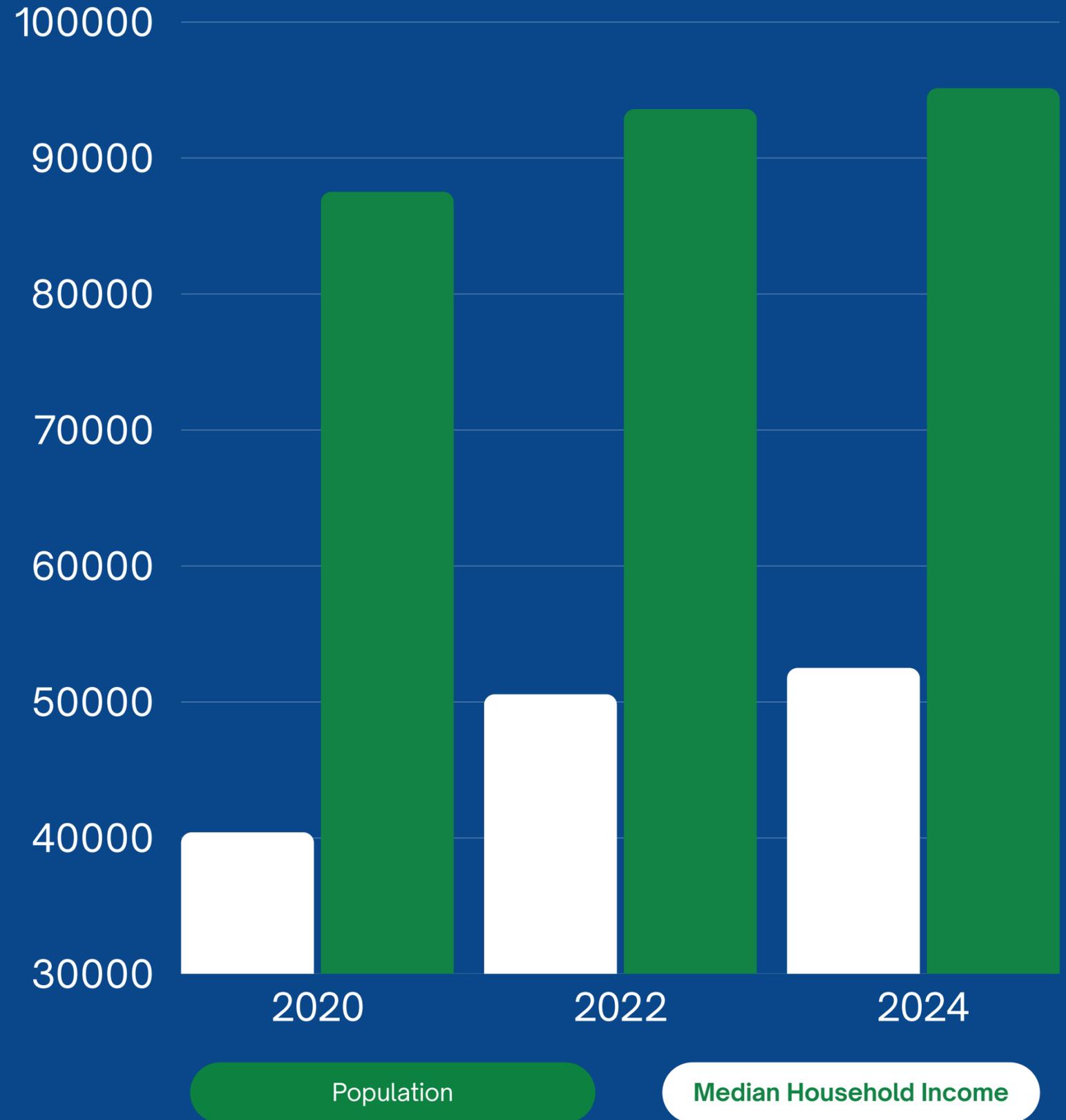
- Population: 10,462
- Median Age: 39 years
- Median Household Income: \$78,538
- Owner-Occupied Housing: 86.2% Owner-Occupied Homes / 13.7% Renter-Occupied

2022

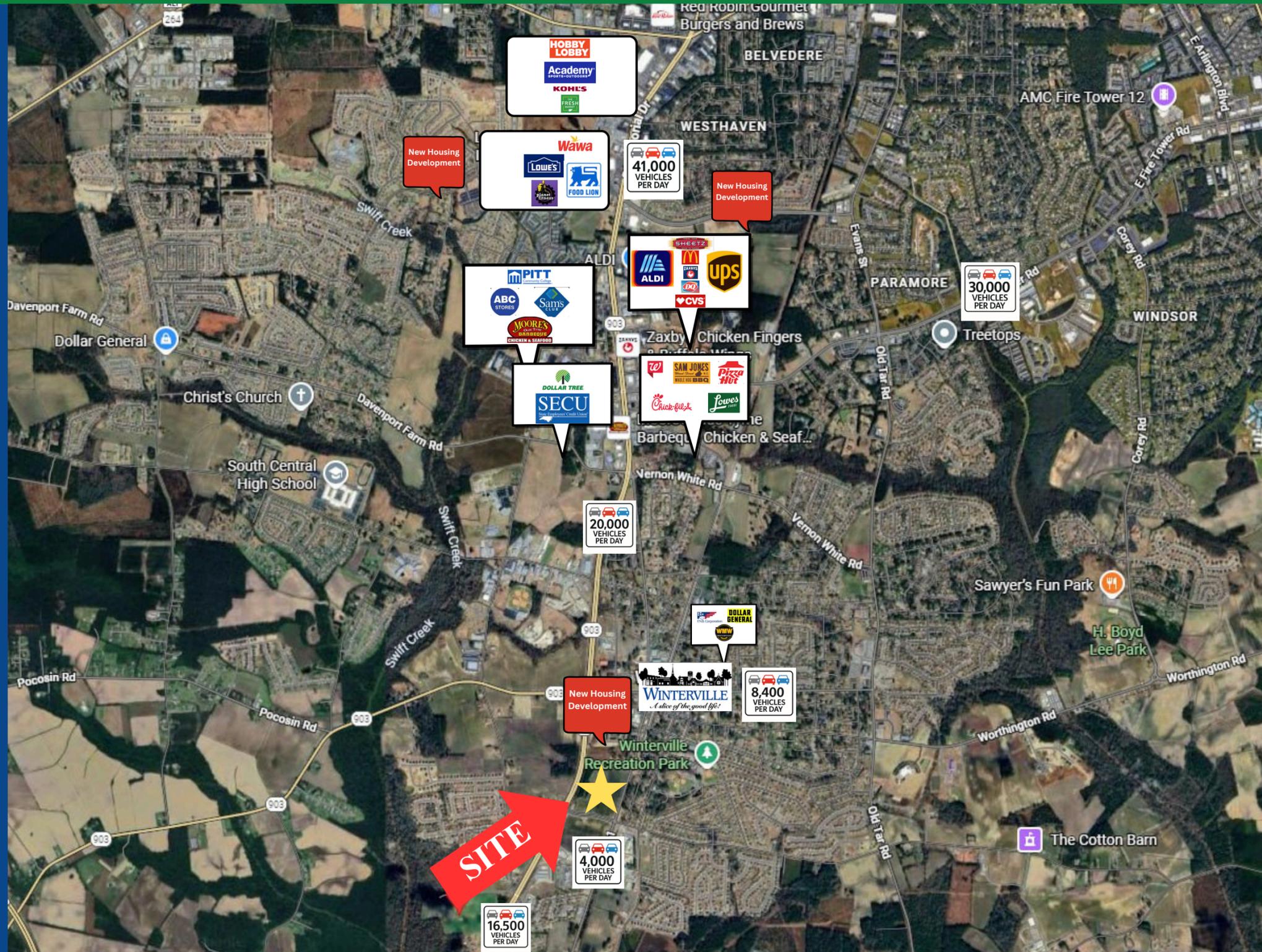
- Population: 10,724
- Median Age: 39 years
- Median Household Income: \$80,852
- Owner-Occupied Housing: 86.6% Owner-Occupied Homes / 13.4% Renter-Occupied (dominance of owner occupied homes)

2024

- Population: 11,393
- Median Age: 34 years
- Median Household: \$82,783
- Owner-Occupied Housing: 86.6% Owner-Occupied Homes / 13.4% Renter-Occupied (steady dominance of owner occupied homes)



LOCATION OVERVIEW



INDUSTRIAL ZONING-WINTERVILLE PERMITTED USES

Residential Uses:

Family Care Home (6 or fewer residents)

Recreational Uses:

Public Park or Recreational Facility, Batting Cages (Outdoor), Dance Club or Nightclub, Golf Course, Private Club, Internet Sweepstakes Facility, Bingo Games, Physical Fitness Center, Shooting Range

Business, Professional & Personal Services:

Convenience Store, Operational/Processing Center, Bank, Savings & Loan, or Investment Institution, Chiropractor, Animal Clinic or Kennel, Barber or Beauty Shop, Computer Services, Equipment Rental or Leasing, Funeral Home, Doctor or Dental Office, Service Station, Mini-Warehouse/Self-Storage Facility

INDUSTRIAL ZONING-CONT. PERMITTED USES

Educational & Institutional Services:

Ambulance Services, Churches, Synagogues and Related Activities, Private and Public Schools, Specialty, Vocational, or Trade Schools, Colleges and Universities

Retail Trade:

Restaurant, Florist, Building Supply, Auto Parts Sales, Auto Dealers, Pawn Shop, Service Stations, Microbrewery & Brewpub, Pharmacy

INDUSTRIAL ZONING-WINTERVILLE SPECIAL USES

Educational & Institutional Uses:

Group Care Facility, Orphanage, Nursing Home



About Us



At Kittrell & Armstrong, our team of brokers takes a highly advisory and consultative approach to every transaction. While serving in a transactional capacity, we prioritize collaboration—working closely with clients to identify the critical deal points that shape successful outcomes.

Our focus is on empowering investors, property owners, and tenants with the insight and market knowledge needed to make confident, informed decisions, whether that means moving forward with a purchase, sale, or lease, or strategically waiting for the right opportunity.

With decades of combined experience across commercial, investment, and development real estate, Kittrell & Armstrong is committed to providing clarity, professionalism, and trusted guidance throughout every stage of the deal process.

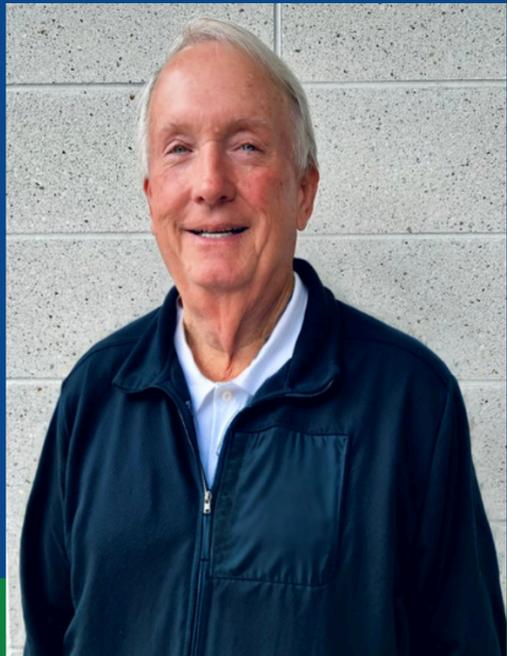


Your Leader in Commercial Real Estate



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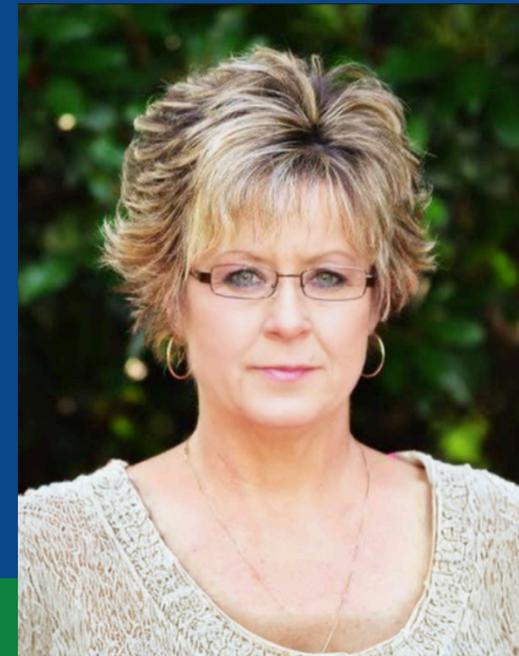


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Thank You



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