

# PRIME COMMERCIAL LAND

PROPOSED SITE FOR HOTEL

135 Koonce Fork Road, Richlands, NC 28574



TREASURE



Richlands High School

Heritage Elementary School



Waffle House





## CONTACT



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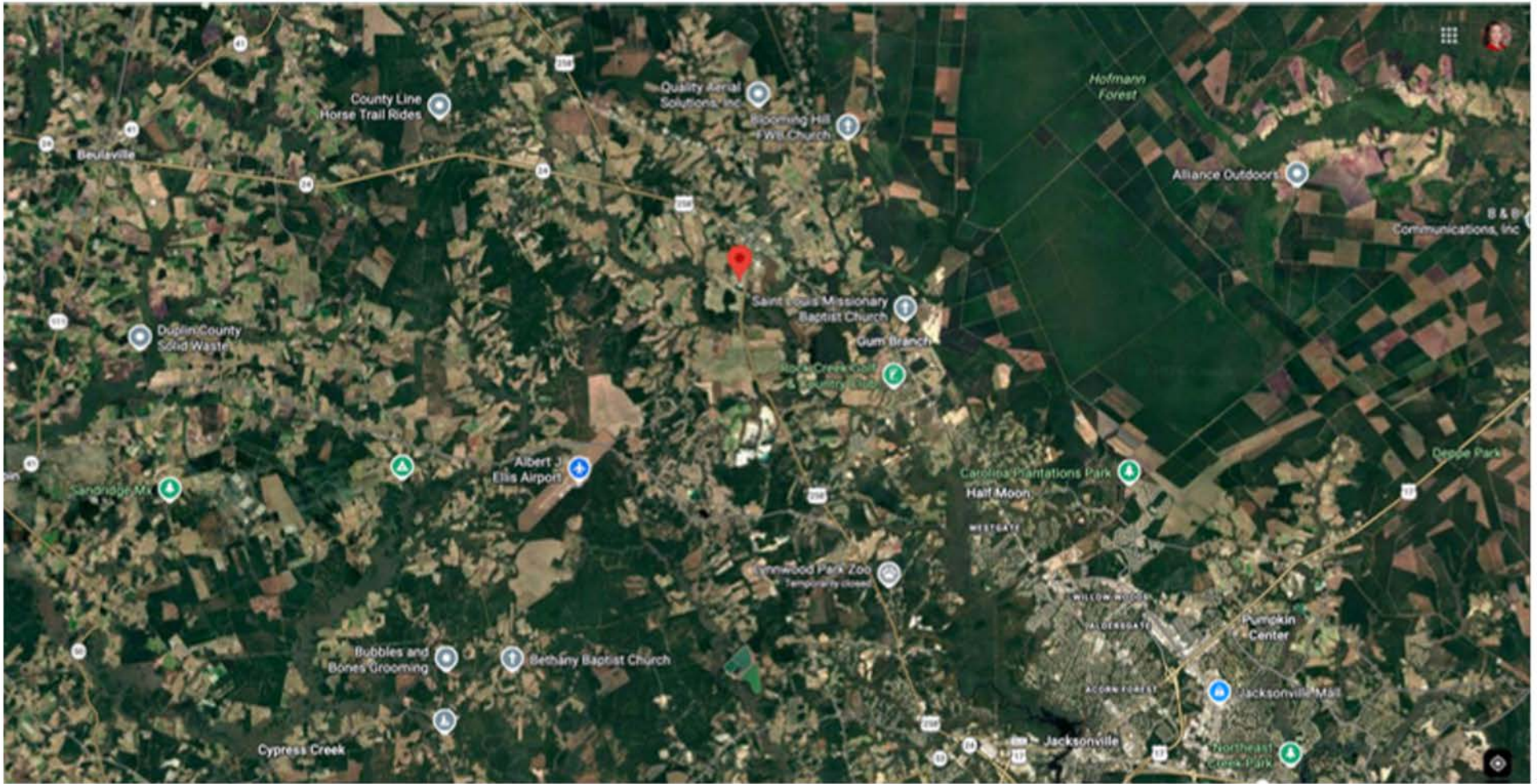
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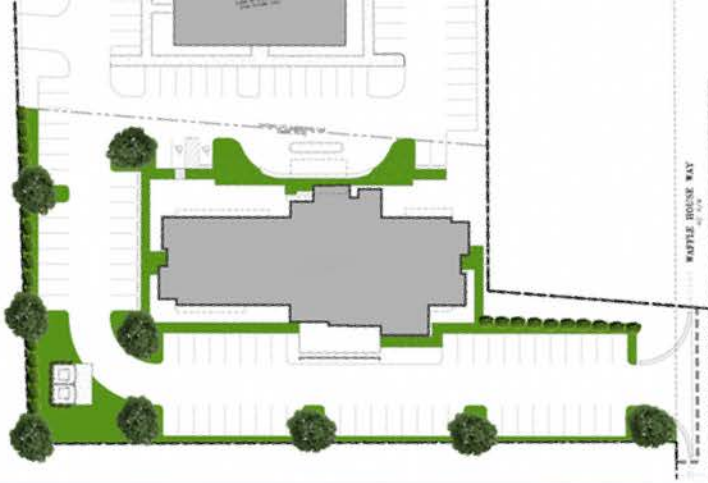


<b>ADDRESS</b>	135 Koonce Fork Road , Richlands, NC 28574
<b>DESCRIPTION</b>	C-2 Zoned, prime commercial land available in the heart of Richlands just off of Richlands HWY. A major \$29 million renovation and runway extension at Albert J. Ellis airport will bring boosted flights and is gearing the area toward significant economic growth.
<b>SITE USES</b>	The site has gone through extensive planning for a hotel site, approved for 79 rooms. This hotel site will be only 6 miles from the airport, providing travellers, pilots and flight attendants and maintenance crews with a more convenient and consistent boarding option. C-2 zoning is permitted for many more commercial uses.
<b>LOCAITON</b>	135 Koonce Fork Road sits in the heart of Richlands just off Richlands Hwy, giving the site strong everyday visibility and easy access for local demand and the broader Jacksonville/Onslow County trade area. Combined with the scale of the surrounding market and the region's large military-centered economy, the area supports consistent "base + traveler" demand that developers like to underwrite.

SITE MAP



SITE MAP



SITE MAP



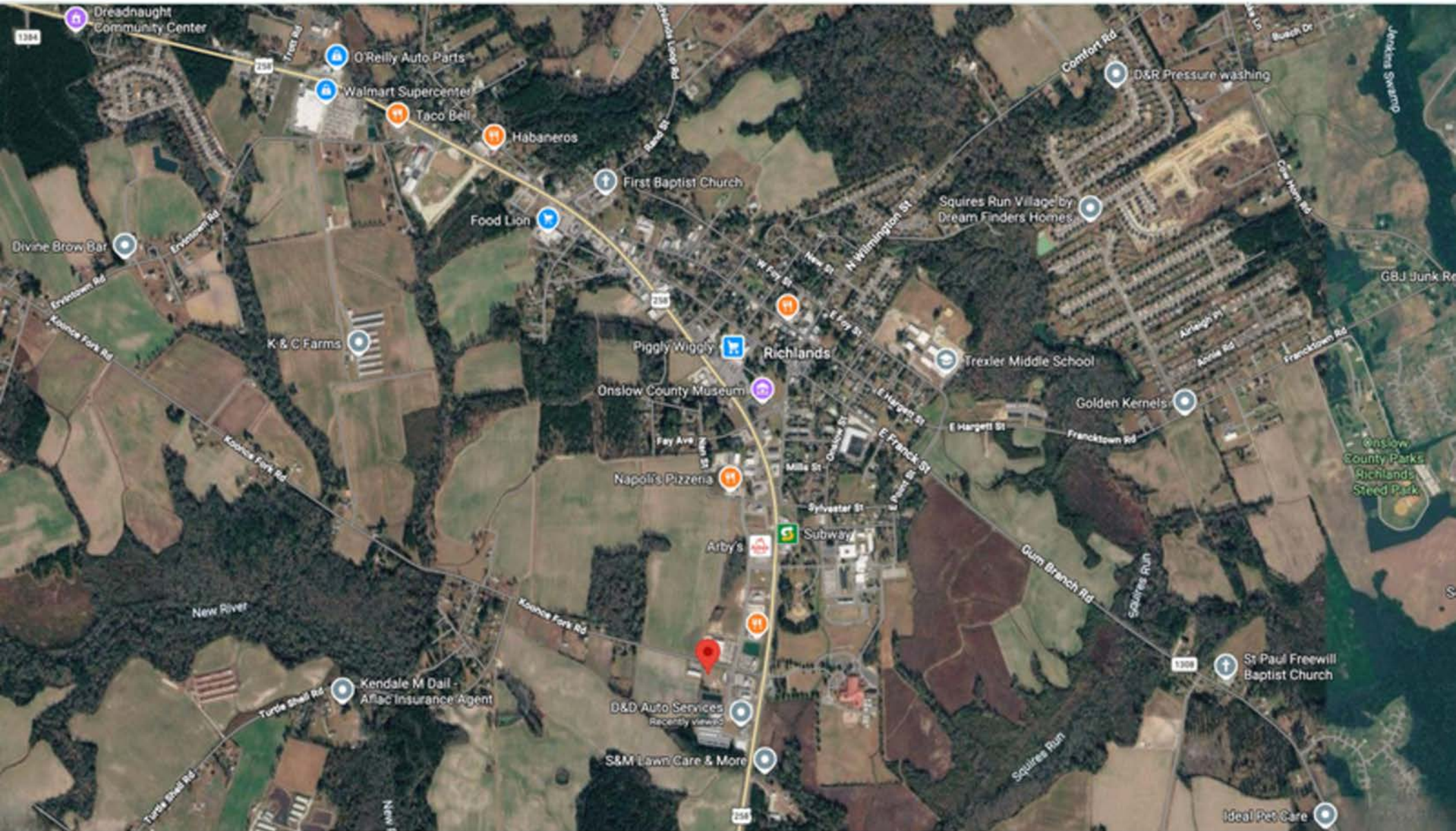
PLOT MAP

Surrounding  
businesses

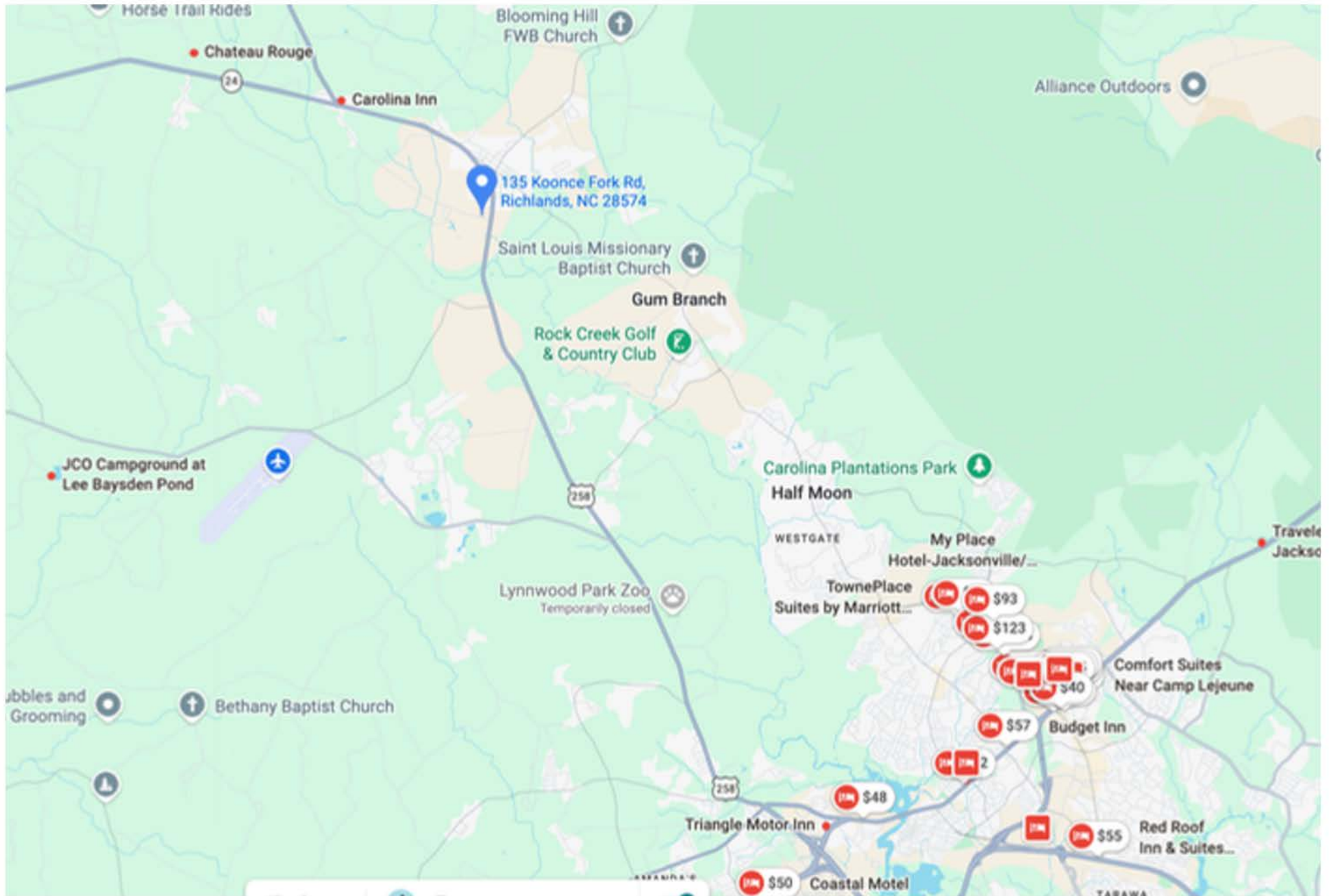


## AERIAL MAP

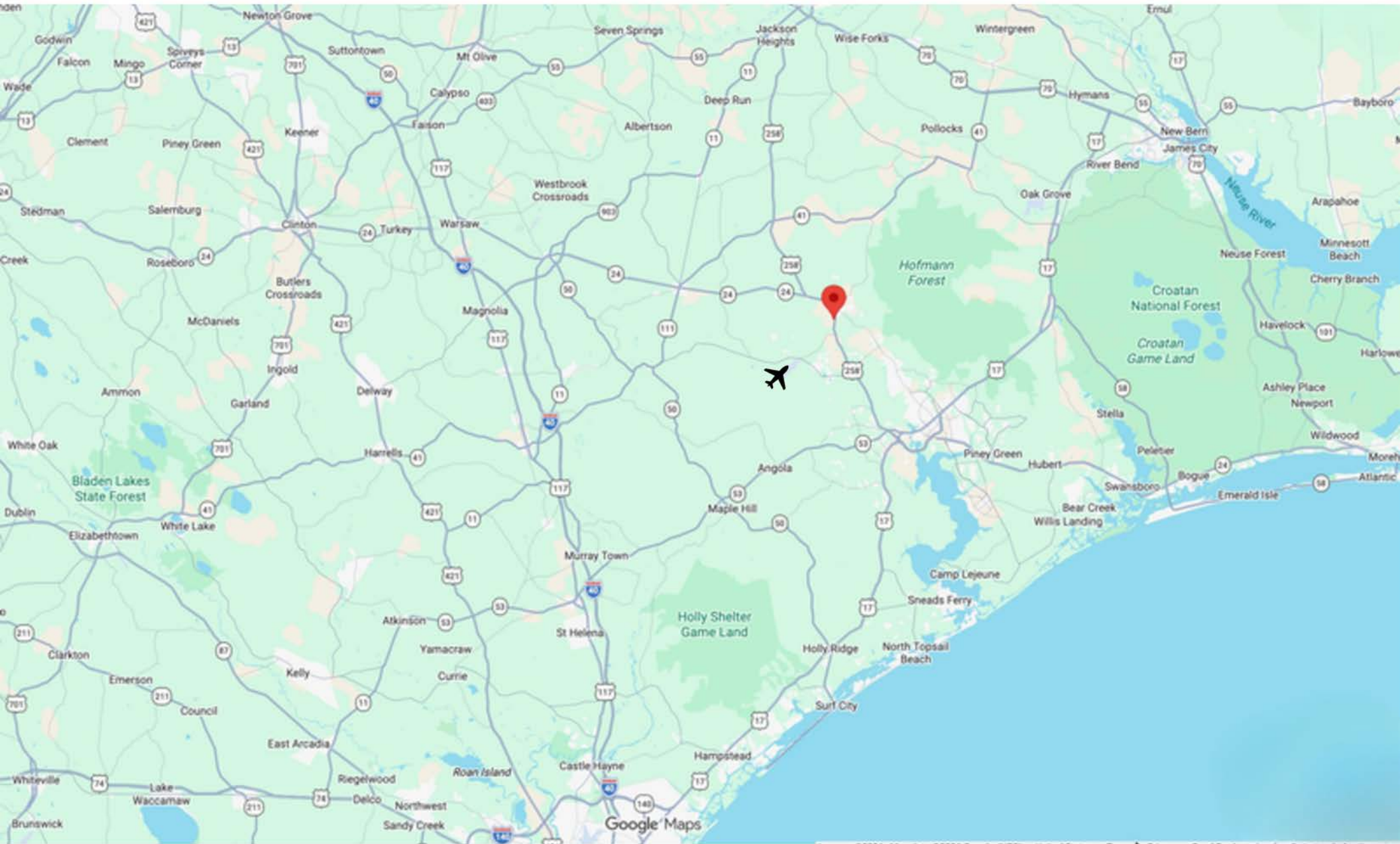
Proximity to food, entertainment, and groceries



## HOTEL MAP



# LOCATION MAP





# **Market Overview**

RICHLANDS | ONSLOW COUNTY

# MARKET OVERVIEW

## RICHLANDS

135 Koonce Fork Road in Richlands is a ~1.65-acre (~71,874 SF) commercial site that's already been positioned for higher-intensity use: the listing notes C-2 zoning and that the property has gone through hotel site planning with an approval cited for 79 rooms, which is a strong entitlement/feasibility signal for buyers looking at hospitality or other commercial development.

From a market standpoint, Richlands is a small town (about 2,335 residents), but the commercial demand story is really the broader Onslow County/Jacksonville trade area, which is ~212,954 people (2024 estimate) and growing (about +4.1% since 2020). That larger base—plus the region's major drivers like the military economy and improving transportation assets—helps support service retail, food/beverage, and lodging demand. The listing also highlights proximity to Albert J. Ellis Airport (OAJ), and recent reporting describes a \$29M project including a 900-foot runway extension (7,100' to 8,000'), which is the kind of infrastructure tailwind that buyers often like to see when underwriting airport-oriented hospitality and traveler services.



# RICHLANDS DEMOGRAPHICS

## RICHLANDS, NORTH CAROLINA MARKET DEMOGRAPHICS

### POPULATION



**2,335**

**51%**  
Female

**49.5%**  
Male



Median Age

Rate of Change  
**4.1%**  
2020-2024

### EDUCATION



**16%**  
No  
Diploma

**16%**  
Bachelor's/Graduate  
Professional  
Degree

**44%**  
High School  
Graduate

**26%**  
Some  
College

### HOUSEHOLDS

**850**

Households



**2.51**

Average  
Household Size

### BUSINESS

**55**

Total  
Businesses



**451**

Total Employees

### INCOME



**\$67,520**  
Average  
Household Income

### BUSINESS

**55**

Total  
Businesses



**451**

Total Employees

### INCOME →

**\$67,520**  
Average  
Household Income

**212,954**  
2024 Estimate

### ONSLOW COUNTY POPULATION



**212,954**  
2024 Estimate

# TOURISM

In 2024, Onslow County Tourism reached record visitor spending.



\*Source: Onslow County Tourism

## NEARBY MILITARY BASES

The military has been a boon to North Carolina's economy. It has brought in millions in government spending, thousands of jobs, and generations of families eager to live and retire where they used to serve. Growth in Sneads Ferry and Onslow County is attributed to Marine Corps Base Camp Lejeune and the United States Marine Corps Special Operations Command (MARSOC).



### **Marine Corps Base Camp Lejeune**

Marine Corps Base Camp Lejeune is located in Onslow County in southeastern North Carolina. Camp Lejeune and the City of Jacksonville are adjacent to the New River flowing to the Onslow Beach area. Camp Lejeune occupies about 153,439 acres with 14 miles of beach on the Atlantic Ocean. The mission of Marine Corps Base Camp Lejeune is to support the various Marine Corps commands, a major Navy command and a Coast Guard command as well as the Marine Corps Base (MCB) itself. Camp Lejeune owns all the real estate, operates entry level and career level formal schools, and provides support and training for tenant commands. Camp Lejeune with its various satellite camps, housing, training areas and New River Air Station is the largest concentration of marines and sailors in the world. From the young man or woman reporting aboard for their first assignment to the seasoned veteran, and from the dense foliage of woodland cover to sandy beaches and ocean front training area, Camp Lejeune is truly the "Home of Expeditionary Forces in Readiness."

- Active Duty: 38,778
- Family Members: 38,769
- Civilians: 3,349



### **MARSOC**

Based at Camp Lejeune, MARSOC's mission is to recruit, train, sustain, and deploy scalable, expeditionary forces worldwide to accomplish special operations missions assigned by U.S. Special Operations Command (USSOCOM). To accomplish that, they equip and train Marines to succeed in austere conditions against a wide range of adversaries. Marine Raiders execute complex, distributed operations in uncertain environments, achieving silent success and strategic impact.

- Military Personnel: 2,994
- Civilian Personnel: 201



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 **BHGRE**  

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**COMMERCIAL**  
**TREASURE**

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