

Likewise



# For Sale

**15+ ACRE DEVELOPMENT  
OPPORTUNITY**

1475 Crossroads Parkway, Mars Hill, NC 28754

**Likewise**  
COMMERCIAL REAL ESTATE

**Darrell Metcalf**

LISTING BROKER

828.450.4349 | darrell@likewisecommercial.com | likewisecommercial.com



## OFFERING SUMMARY

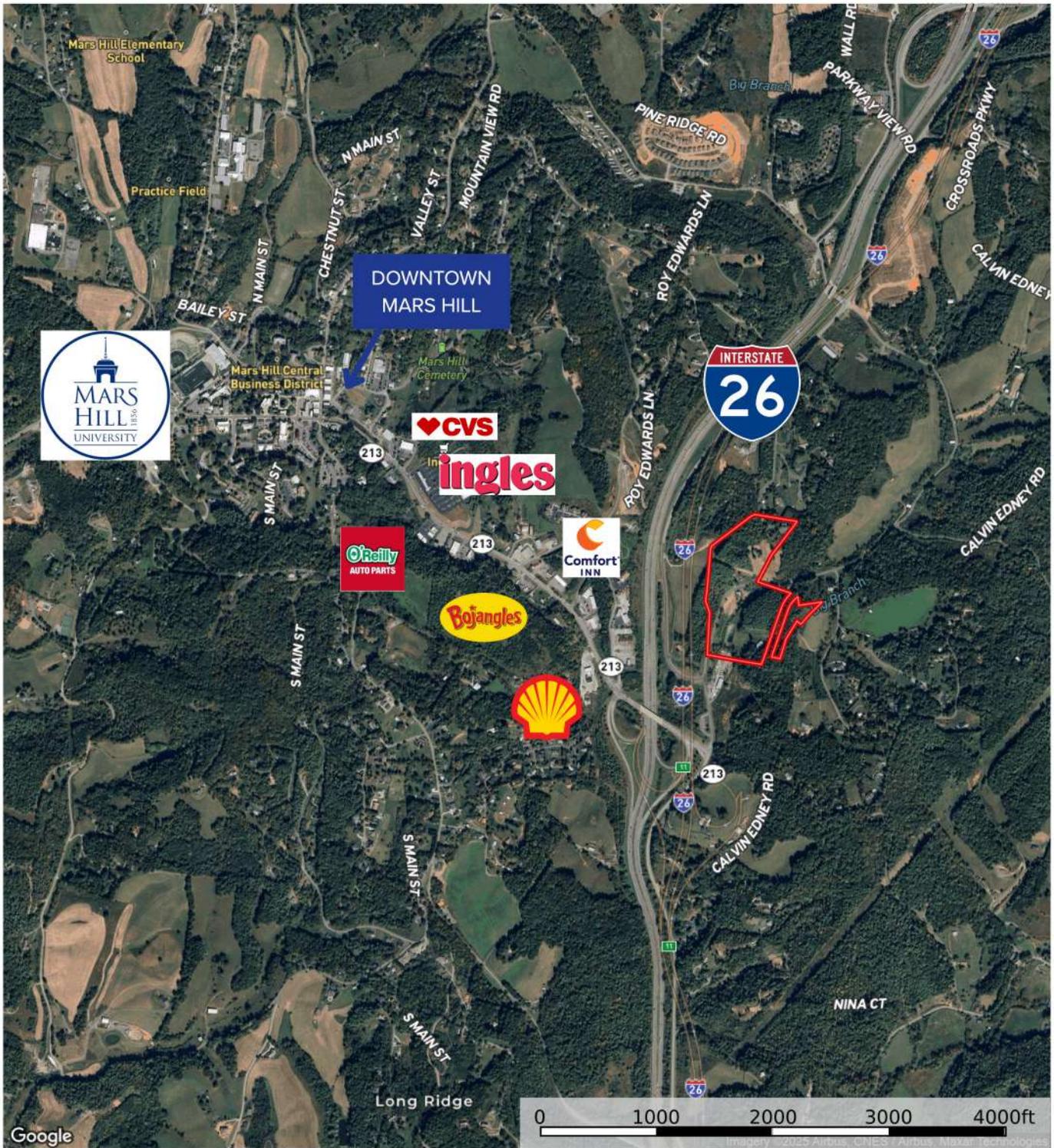
SALE PRICE	\$2,399,000
TOTAL ACREAGE	+/- 15.65
ZONING	R-A



## PROPERTY FEATURES

- Expansive 15.65 acre tract offers excellent visibility and accessibility just off I-26 and exit 9 to Mars Hill.
- Combination of rolling topography and ridgeline allow for optimized earthwork to develop a highly-visible commercial or mixed-use product.
- Minutes to downtown Mars Hill and Mars Hill University.
- Site fronts a gravity sewer line along the new Crossroads Parkway extension.
- Two points of ingress/egress are possible from Crossroads Parkway Extension and Calvin Edney Road.

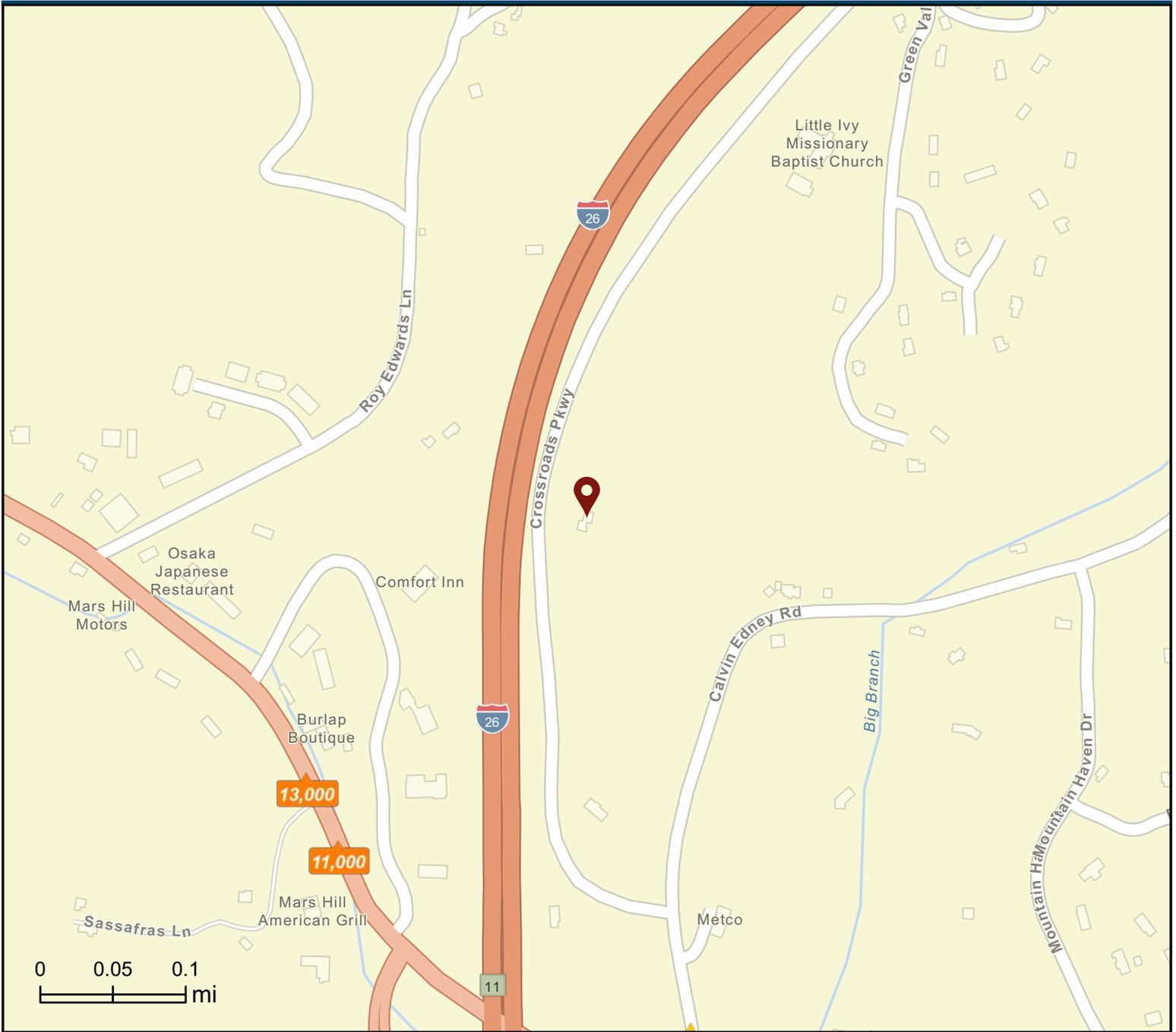




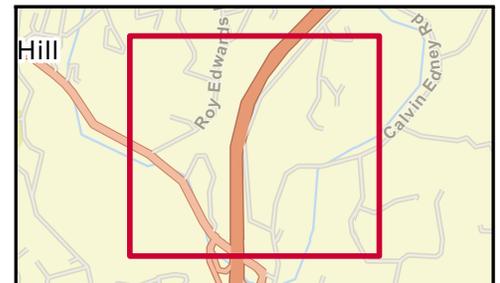
# Traffic Count Map - Close Up

1475 Crossroads Parkway, Mars Hill, North Carolina, 28754  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 35.82216  
Longitude: -82.53504



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day

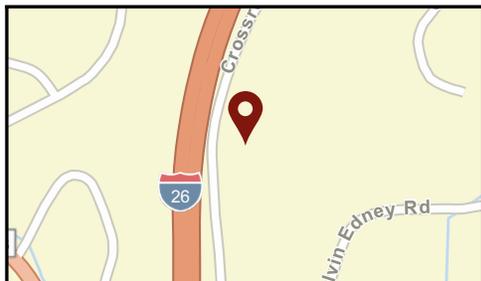
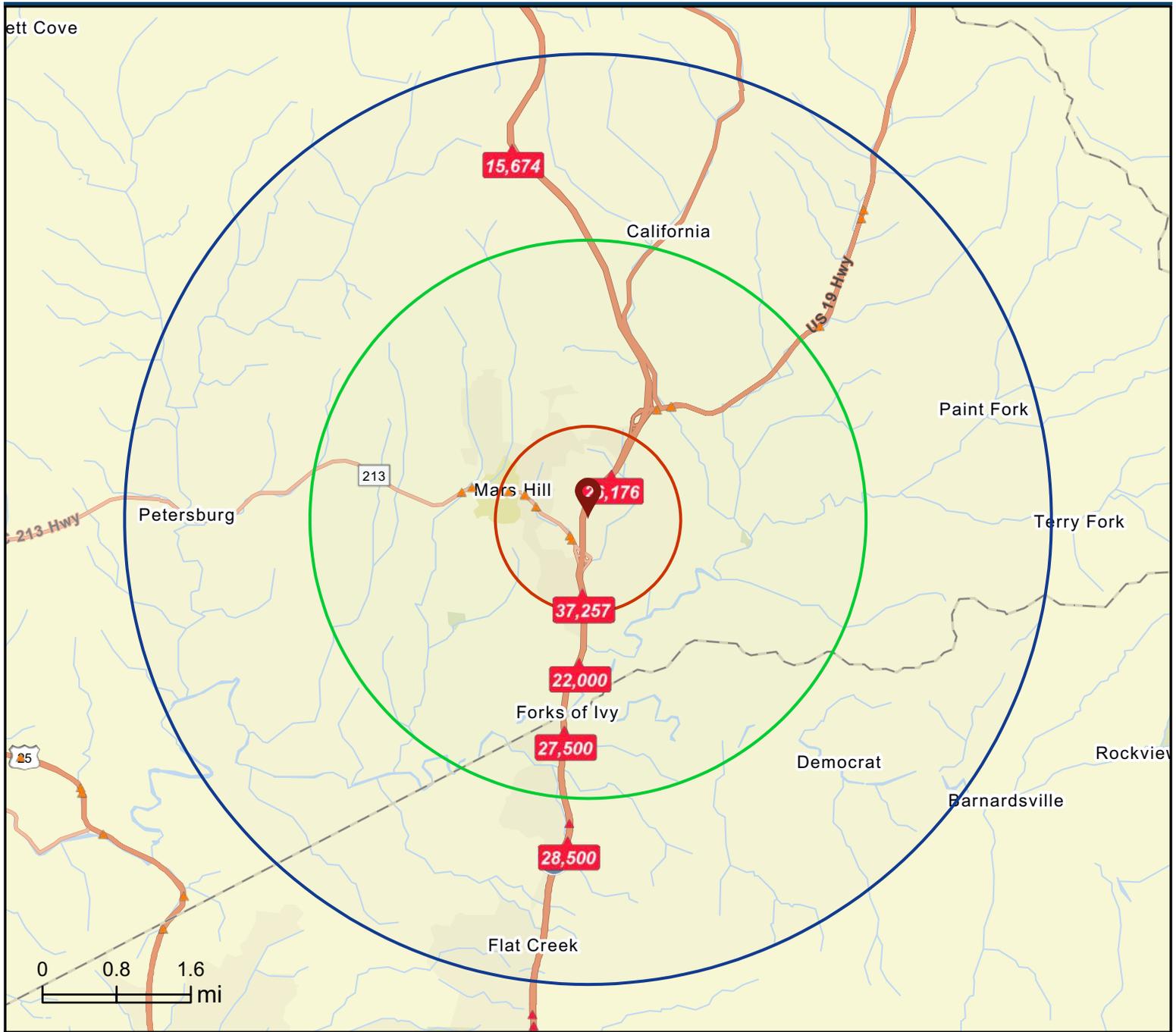


Source: ©2024 Kalibrate Technologies (Q4 2024).

# Traffic Count Map

1475 Crossroads Parkway, Mars Hill, North Carolina, 28754  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 35.82216  
Longitude: -82.53504



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



Source: ©2024 Kalibrate Technologies (Q4 2024).

1475 Crossroads Parkway, Mars Hill, North Carolina, 28754  
Ring: 5 mile radius

## Rooted Rural

Dominant Tapestry Segment

### KEY FACTS



12,322

Total Population



\$352,967

Median Home Value



264

Businesses



9,244

Daytime Population



43.7

Median Age



0.47%

2024-2029  
Pop Growth Rate



\$36,835

Per Capita Income



2.4

Avg Household Size



\$68,256

Median Household Income

### KEY SPENDING FACTS



Source: This infographic contains data provided by Esri (2024, 2029), Esri-Data Axle (2024), Esri-U.S. BLS (2024).

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Spending facts are average annual dollars per household

# Business Summary

1475 Crossroads Parkway, Mars Hill, North Carolina, 28754  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 35.82216  
Longitude: -82.53504

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	103		173		264							
Total Employees:	855		1,275		1,739							
Total Population:	2,022		5,910		12,322							
Employee/Population Ratio (per 100 Residents)	42		22		14							
by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	1.0%	15	1.8%	4	2.3%	22	1.7%	7	2.6%	28	1.6%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	1	1.0%	4	0.5%	1	0.6%	4	0.3%	1	0.4%	10	0.6%
Construction	8	7.8%	53	6.2%	19	11.0%	86	6.8%	34	12.9%	151	8.7%
Building Construction	3	2.9%	27	3.2%	5	2.9%	33	2.6%	8	3.0%	47	2.7%
Heavy/Civil Eng Construction	0	0.0%	0	0.0%	1	0.6%	2	0.2%	2	0.8%	7	0.4%
Specialty Trade Contractor	5	4.8%	26	3.0%	13	7.5%	51	4.0%	24	9.1%	98	5.6%
Manufacturing	4	3.9%	39	4.6%	5	2.9%	48	3.8%	6	2.3%	59	3.4%
Wholesale Trade	0	0.0%	1	0.1%	2	1.2%	7	0.6%	5	1.9%	16	0.9%
Durable Goods	0	0.0%	0	0.0%	1	0.6%	2	0.2%	2	0.8%	8	0.5%
Nondurable Goods	0	0.0%	1	0.1%	2	1.2%	5	0.4%	3	1.1%	8	0.5%
Trade Broker	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Trade	18	17.5%	127	14.8%	25	14.4%	157	12.3%	35	13.3%	190	10.9%
Motor Vehicle & Parts Dealers	4	3.9%	18	2.1%	5	2.9%	22	1.7%	6	2.3%	23	1.3%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Building Material & Garden Equipment & Supplies Dealers	1	1.0%	4	0.5%	2	1.2%	9	0.7%	4	1.5%	14	0.8%
Food & Beverage Stores	3	2.9%	52	6.1%	3	1.7%	57	4.5%	4	1.5%	59	3.4%
Health & Personal Care Stores	3	2.9%	20	2.3%	3	1.7%	22	1.7%	3	1.1%	22	1.3%
Gasoline Stations & Fuel Dealers	3	2.9%	15	1.8%	4	2.3%	25	2.0%	8	3.0%	42	2.4%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	1	1.0%	3	0.3%	1	0.6%	5	0.4%	2	0.8%	7	0.4%
Sporting Goods, Hobby, Book, & Music Stores	4	3.9%	7	0.8%	4	2.3%	8	0.6%	4	1.5%	9	0.5%
General Merchandise Stores	1	1.0%	7	0.8%	1	0.6%	10	0.8%	3	1.1%	14	0.8%
Transportation & Warehousing	1	1.0%	11	1.3%	4	2.3%	20	1.6%	9	3.4%	35	2.0%
Truck Transportation	0	0.0%	0	0.0%	2	1.2%	6	0.5%	4	1.5%	13	0.8%
Information	3	2.9%	11	1.3%	5	2.9%	17	1.3%	7	2.6%	23	1.3%
Finance & Insurance	5	4.8%	23	2.7%	7	4.0%	30	2.4%	9	3.4%	36	2.1%
Central Bank/Credit Intermediation & Related Activities	2	1.9%	10	1.2%	3	1.7%	13	1.0%	4	1.5%	17	1.0%
Securities & Commodity Contracts	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Funds, Trusts & Other Financial Vehicles	3	2.9%	13	1.5%	4	2.3%	16	1.3%	5	1.9%	19	1.1%
Real Estate, Rental & Leasing	3	2.9%	8	0.9%	5	2.9%	13	1.0%	9	3.4%	19	1.1%
Professional, Scientific & Tech Services	6	5.8%	20	2.3%	8	4.6%	27	2.1%	15	5.7%	44	2.5%
Legal Services	0	0.0%	0	0.0%	0	0.0%	1	0.1%	1	0.4%	1	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative, Support & Waste Management Services	3	2.9%	8	0.9%	7	4.0%	22	1.7%	11	4.2%	35	2.0%
Educational Services	2	1.9%	140	16.4%	5	2.9%	305	23.9%	7	2.6%	432	24.8%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

## Business Summary

1475 Crossroads Parkway, Mars Hill, North Carolina, 28754  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 35.82216  
Longitude: -82.53504

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	12	11.7%	224	26.2%	15	8.7%	253	19.8%	18	6.8%	299	17.2%
Ambulatory Health Care	8	7.8%	69	8.1%	9	5.2%	85	6.7%	11	4.2%	116	6.7%
Hospital	1	1.0%	4	0.5%	1	0.6%	4	0.3%	1	0.4%	4	0.2%
Nursing/Residential Care	2	1.9%	143	16.7%	2	1.2%	155	12.2%	2	0.8%	155	8.9%
Social Assistance	1	1.0%	8	0.9%	2	1.2%	10	0.8%	4	1.5%	24	1.4%
Arts, Entertainment & Recreation	3	2.9%	29	3.4%	9	5.2%	68	5.3%	13	4.9%	88	5.1%
Accommodation & Food Services	12	11.7%	94	11.0%	14	8.1%	105	8.2%	17	6.4%	113	6.5%
Accommodation	1	1.0%	7	0.8%	1	0.6%	9	0.7%	2	0.8%	10	0.6%
Food Services & Drinking Places	11	10.7%	87	10.2%	13	7.5%	96	7.5%	15	5.7%	103	5.9%
Other Services (except Public Administration)	15	14.6%	42	4.9%	26	15.0%	77	6.0%	42	15.9%	128	7.4%
Repair & Maintenance	3	2.9%	9	1.1%	4	2.3%	12	0.9%	8	3.0%	21	1.2%
Automotive Repair & Maintenance	3	2.9%	9	1.1%	4	2.3%	12	0.9%	7	2.6%	19	1.1%
Personal & Laundry Service	4	3.9%	13	1.5%	5	2.9%	19	1.5%	7	2.6%	27	1.6%
Civic and Other Orgs	8	7.8%	19	2.2%	17	9.8%	46	3.6%	26	9.8%	81	4.7%
Public Administration	2	1.9%	6	0.7%	3	1.7%	15	1.2%	4	1.5%	30	1.7%
Unclassified Establishments	3	2.9%	0	0.0%	9	5.2%	0	0.0%	18	6.8%	0	0.0%
<b>Total</b>	<b>103</b>	<b>100.0%</b>	<b>855</b>	<b>100.0%</b>	<b>173</b>	<b>100.0%</b>	<b>1,275</b>	<b>100.0%</b>	<b>264</b>	<b>100.0%</b>	<b>1,739</b>	<b>100.0%</b>

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# Business Summary

1475 Crossroads Parkway, Mars Hill, North Carolina, 28754  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 35.82216  
Longitude: -82.53504

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	2.9%	20	2.3%	8	4.6%	37	2.9%	14	5.3%	54	3.1%
Construction	8	7.8%	53	6.2%	19	11.0%	86	6.8%	34	12.9%	151	8.7%
Manufacturing	5	4.8%	42	4.9%	6	3.5%	51	4.0%	7	2.6%	62	3.6%
Transportation	1	1.0%	11	1.3%	6	3.5%	33	2.6%	13	4.9%	62	3.6%
Communication	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utility	1	1.0%	4	0.5%	1	0.6%	4	0.3%	1	0.4%	10	0.6%
Wholesale Trade	0	0.0%	1	0.1%	2	1.2%	7	0.6%	5	1.9%	16	0.9%
<b>Retail Trade Summary</b>	<b>29</b>	<b>28.2%</b>	<b>214</b>	<b>25.0%</b>	<b>38</b>	<b>22.0%</b>	<b>254</b>	<b>19.9%</b>	<b>50</b>	<b>18.9%</b>	<b>297</b>	<b>17.1%</b>
Home Improvement	1	1.0%	4	0.5%	2	1.2%	9	0.7%	4	1.5%	14	0.8%
General Merchandise Stores	1	1.0%	7	0.8%	1	0.6%	8	0.6%	1	0.4%	10	0.6%
Food Stores	3	2.9%	52	6.1%	3	1.7%	57	4.5%	5	1.9%	60	3.5%
Auto Dealers & Gas Stations	6	5.8%	33	3.9%	9	5.2%	47	3.7%	14	5.3%	65	3.7%
Apparel & Accessory Stores	1	1.0%	3	0.3%	1	0.6%	5	0.4%	2	0.8%	7	0.4%
Furniture & Home Furnishings	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eating & Drinking Places	10	9.7%	84	9.8%	12	6.9%	93	7.3%	14	5.3%	100	5.8%
Miscellaneous Retail	7	6.8%	31	3.6%	9	5.2%	35	2.8%	11	4.2%	41	2.4%
<b>Finance, Insurance, Real Estate Summary</b>	<b>8</b>	<b>7.8%</b>	<b>31</b>	<b>3.6%</b>	<b>11</b>	<b>6.4%</b>	<b>44</b>	<b>3.5%</b>	<b>13</b>	<b>4.9%</b>	<b>54</b>	<b>3.1%</b>
Banks, Savings & Lending Institutions	2	1.9%	10	1.2%	3	1.7%	13	1.0%	3	1.1%	14	0.8%
Securities Brokers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Insurance Carriers & Agents	3	2.9%	13	1.5%	4	2.3%	16	1.3%	5	1.9%	19	1.1%
Real Estate, Holding, Other Investment Offices	3	2.9%	8	0.9%	4	2.3%	14	1.1%	6	2.3%	22	1.3%
<b>Services Summary</b>	<b>43</b>	<b>41.8%</b>	<b>473</b>	<b>55.3%</b>	<b>70</b>	<b>40.5%</b>	<b>744</b>	<b>58.4%</b>	<b>104</b>	<b>39.4%</b>	<b>1,002</b>	<b>57.6%</b>
Hotels & Lodging	1	1.0%	7	0.8%	1	0.6%	9	0.7%	2	0.8%	10	0.6%
Automotive Services	3	2.9%	9	1.1%	5	2.9%	14	1.1%	10	3.8%	25	1.4%
Movies & Amusements	3	2.9%	29	3.4%	8	4.6%	66	5.2%	12	4.5%	84	4.8%
Health Services	10	9.7%	212	24.8%	11	6.4%	229	18.0%	12	4.5%	250	14.4%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Education Institutions & Libraries	3	2.9%	145	17.0%	6	3.5%	312	24.5%	8	3.0%	440	25.3%
Other Services	23	22.3%	70	8.2%	38	22.0%	114	8.9%	61	23.1%	193	11.1%
<b>Government</b>	<b>2</b>	<b>1.9%</b>	<b>6</b>	<b>0.7%</b>	<b>3</b>	<b>1.7%</b>	<b>15</b>	<b>1.2%</b>	<b>4</b>	<b>1.5%</b>	<b>30</b>	<b>1.7%</b>
<b>Unclassified Establishments</b>	<b>3</b>	<b>2.9%</b>	<b>0</b>	<b>0.7%</b>	<b>9</b>	<b>5.2%</b>	<b>0</b>	<b>1.2%</b>	<b>18</b>	<b>6.8%</b>	<b>0</b>	<b>1.7%</b>
<b>Totals</b>	<b>103</b>	<b>100.0%</b>	<b>855</b>	<b>100.0%</b>	<b>173</b>	<b>100.0%</b>	<b>1,275</b>	<b>100.0%</b>	<b>264</b>	<b>100.0%</b>	<b>1,739</b>	<b>100.0%</b>

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# Key Facts

1475 Crossroads Parkway, Mars Hill, North Carolina, 28754  
Ring: 5 mile radius

## KEY FACTS

12,322

Population



2.4

Average Household Size

43.7

Median Age

\$68,256

Median Household Income

## EDUCATION

6.2%

No High School Diploma



31.6%

High School Graduate



24.6%

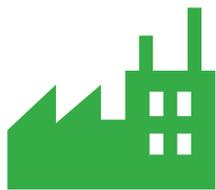
Some College/  
Associate's Degree



37.6%

Bachelor's/Grad/  
Prof Degree

## BUSINESS



264

Total Businesses



1,739

Total Employees

## EMPLOYMENT



51.8%

White Collar



25.4%

Blue Collar



22.7%

Services

1.5%

Unemployment Rate

## INCOME



\$68,256

Median Household Income



\$36,835

Per Capita Income



\$254,508

Median Net Worth

## 2024 Households by income (Esri)

The largest group: \$100,000 - \$149,999 (15.9%)

The smallest group: \$15,000 - \$24,999 (7.0%)

Indicator ▲	Value	Diff	
<\$15,000	8.3%	-3.8%	
\$15,000 - \$24,999	7.0%	-1.4%	
\$25,000 - \$34,999	8.6%	-2.5%	
\$35,000 - \$49,999	13.5%	+1.9%	
\$50,000 - \$74,999	15.8%	+3.0%	
\$75,000 - \$99,999	15.1%	+0.9%	
\$100,000 - \$149,999	15.9%	+0.5%	
\$150,000 - \$199,999	7.8%	+0.6%	
\$200,000+	7.9%	+0.7%	

Bars show deviation from Madison County

# Demographic and Income Profile

1475 Crossroads Parkway, Mars Hill, North Carolina, 28754  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 35.82216  
 Longitude: -82.53504

Summary	Census 2010	Census 2020	2024	2029
Population	11,415	12,081	12,322	12,488
Households	4,293	4,602	4,724	4,809
Families	3,083	3,149	3,194	3,238
Average Household Size	2.48	2.47	2.44	2.43
Owner Occupied Housing Units	3,255	3,571	3,726	3,907
Renter Occupied Housing Units	1,038	1,031	998	902
Median Age	41.5	43.3	43.7	44.7

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.27%	0.75%	0.38%
Households	0.36%	0.98%	0.64%
Families	0.27%	0.91%	0.56%
Owner HHs	0.95%	1.22%	0.97%
Median Household Income	3.58%	3.26%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	392	8.3%	312	6.5%
\$15,000 - \$24,999	330	7.0%	230	4.8%
\$25,000 - \$34,999	408	8.6%	333	6.9%
\$35,000 - \$49,999	640	13.5%	560	11.6%
\$50,000 - \$74,999	746	15.8%	726	15.1%
\$75,000 - \$99,999	711	15.1%	763	15.9%
\$100,000 - \$149,999	752	15.9%	913	19.0%
\$150,000 - \$199,999	369	7.8%	487	10.1%
\$200,000+	375	7.9%	484	10.1%

Median Household Income	\$68,256	\$81,366
Average Household Income	\$94,342	\$111,857
Per Capita Income	\$36,835	\$43,866

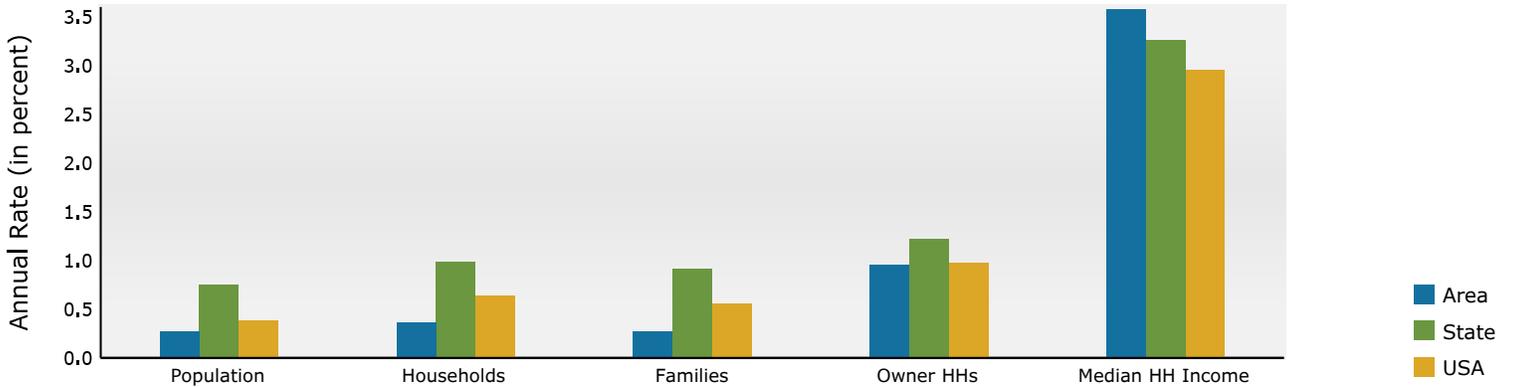
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	555	4.9%	565	4.7%	554	4.5%	554	4.4%
5 - 9	646	5.7%	626	5.2%	619	5.0%	552	4.4%
10 - 14	695	6.1%	620	5.1%	667	5.4%	656	5.3%
15 - 19	913	8.0%	898	7.4%	878	7.1%	890	7.1%
20 - 24	863	7.6%	871	7.2%	897	7.3%	834	6.7%
25 - 34	1,135	9.9%	1,280	10.6%	1,250	10.1%	1,284	10.3%
35 - 44	1,438	12.6%	1,407	11.6%	1,506	12.2%	1,525	12.2%
45 - 54	1,640	14.4%	1,486	12.3%	1,463	11.9%	1,506	12.1%
55 - 64	1,656	14.5%	1,647	13.6%	1,612	13.1%	1,556	12.5%
65 - 74	1,137	10.0%	1,616	13.4%	1,601	13.0%	1,630	13.1%
75 - 84	535	4.7%	809	6.7%	980	8.0%	1,141	9.1%
85+	201	1.8%	258	2.1%	296	2.4%	360	2.9%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	10,848	95.0%	10,890	90.1%	11,012	89.4%	11,055	88.5%
Black Alone	222	1.9%	213	1.8%	239	1.9%	254	2.0%
American Indian Alone	24	0.2%	25	0.2%	31	0.3%	35	0.3%
Asian Alone	45	0.4%	59	0.5%	67	0.5%	75	0.6%
Pacific Islander Alone	5	0.0%	1	0.0%	7	0.1%	10	0.1%
Some Other Race Alone	98	0.9%	216	1.8%	238	1.9%	257	2.1%
Two or More Races	174	1.5%	677	5.6%	728	5.9%	802	6.4%
Hispanic Origin (Any Race)	299	2.6%	516	4.3%	595	4.8%	662	5.3%

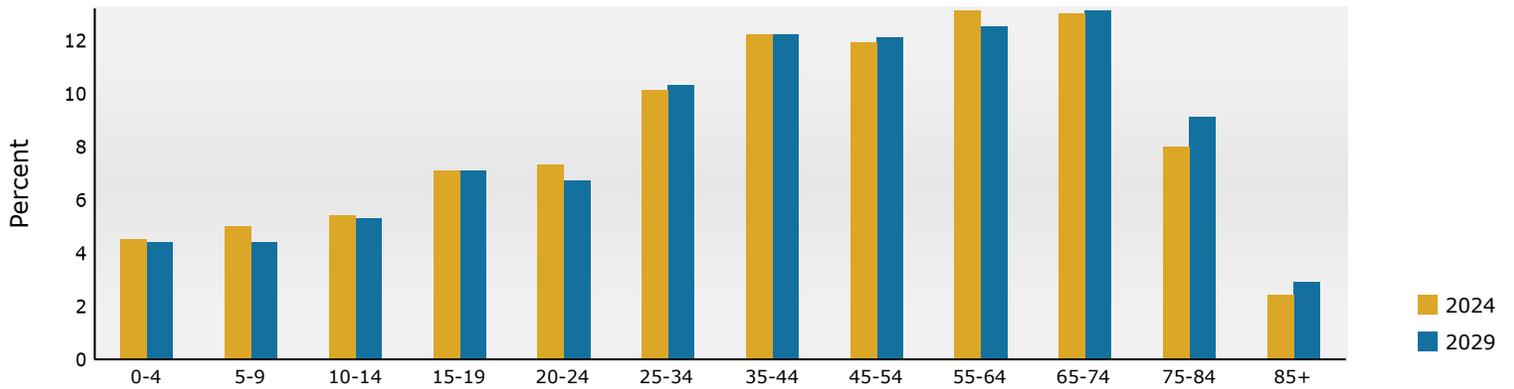
**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

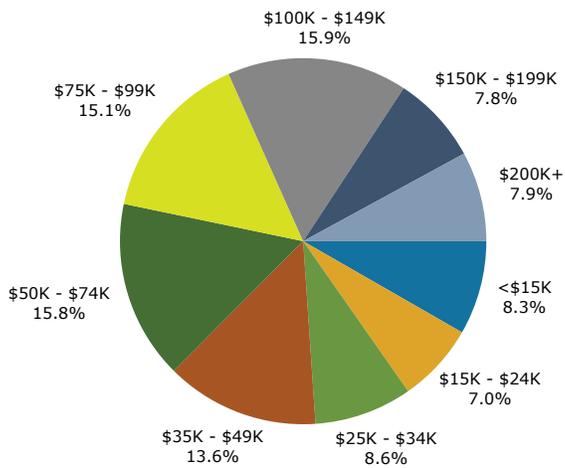
## Trends 2024-2029



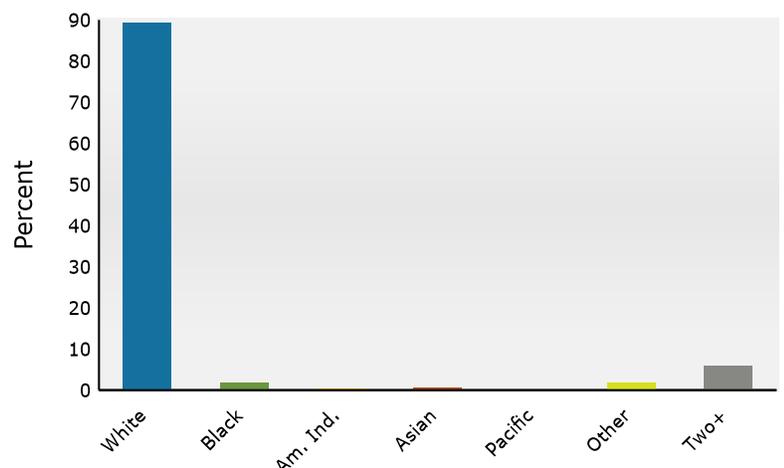
## Population by Age



## 2024 Household Income



## 2024 Population by Race



2024 Percent Hispanic Origin: 4.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.