



**TRADEMARK  
PROPERTIES**

**3704, 3708 ESSIE ST &  
3701, 3712 POLLY ST**

**RALEIGH, NC 27610**

**3.43 ACRES**

**FOR  
SALE**

**LISTING BROKERS:**

**JIM HARRIS**

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**DOWNTOWN  
RALEIGH**

**RALEIGH  
COUNTRY CLUB**

**WAKE MED  
RALEIGH CAMPUS**

**BUS RAPID TRANSIT ROUTE  
NEW BERN AVE CORRIDOR**

**TOWER  
SHOPPING CENTER**

**SITE  
±/- 3.43 ACRES**

**1001 WADE AVENUE SUITE 300, RALEIGH, NC 27605  
TRADEMARKPROPERTIES.COM | 919-782-5552**

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## PROPERTY DESCRIPTION

- › **3.43± Acres of High-Density Development Land near Raleigh's planned Bus Rapid Transit (BRT) corridor**
- › **Transit-Oriented Development Potential with RX-4 zoning and TOD overlay**
- › **Strategic Infill Location adjacent to New Bern Crossing — a newly constructed 192-unit affordable housing community developed through a public-private partnership with the City of Raleigh**
- › **Strong Residential Demand Drivers supported by public investment and nearby new construction**
- › **Public Water & Sewer Available – Infrastructure in place**
- › **Multiple Parcels Assembled, including:**
  - › **3704 Essie St. - ±0.93 acres**
  - › **3708 Essie St. - ±0.42 acres**
  - › **3701 Polly St. - ±1.60 acres**
  - › **3712 Polly St. - ±0.48 acres**
- › **Additional ±4.65 Acres Available with R-4 zoning for future expansion or phased development**



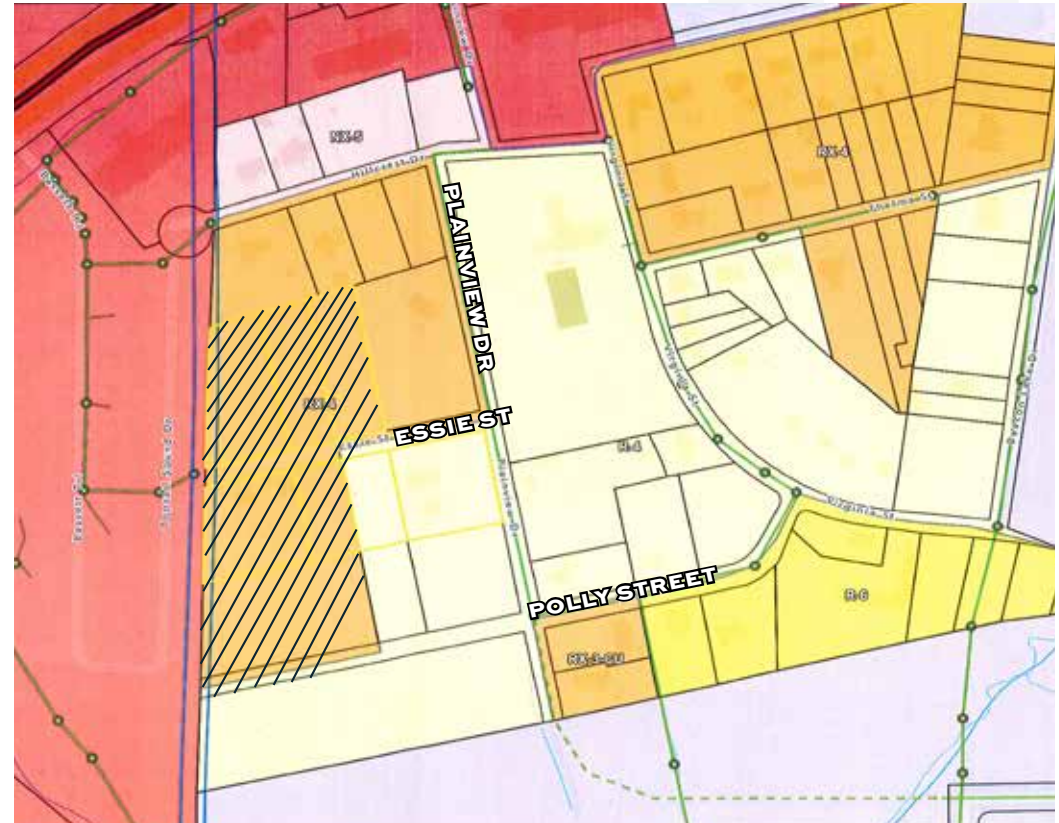
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## ZONING

- › Zoned RX-4 (Residential Mixed Use) and R-4
  - › RX-4 allows for a variety of residential building types
  - › Base density exceeds 10 units per acre
  - › Building heights up to 4 stories
- › Transit Overlay District (TOD)
  - › Enhanced development flexibility near transit corridors
  - › TOD replaces underlying zoning standards with RX standards
  - › No capped density (units per acre not directly limited)
  - › Building heights typically 4–5 stories
  - › Potential densities of 20+ units per acre in many locations
  - › Parking typically 1.5–2 spaces per unit



### Legend

-  RX-4 Zoning
-  Transit Overlay District
-  R-4 Zoning

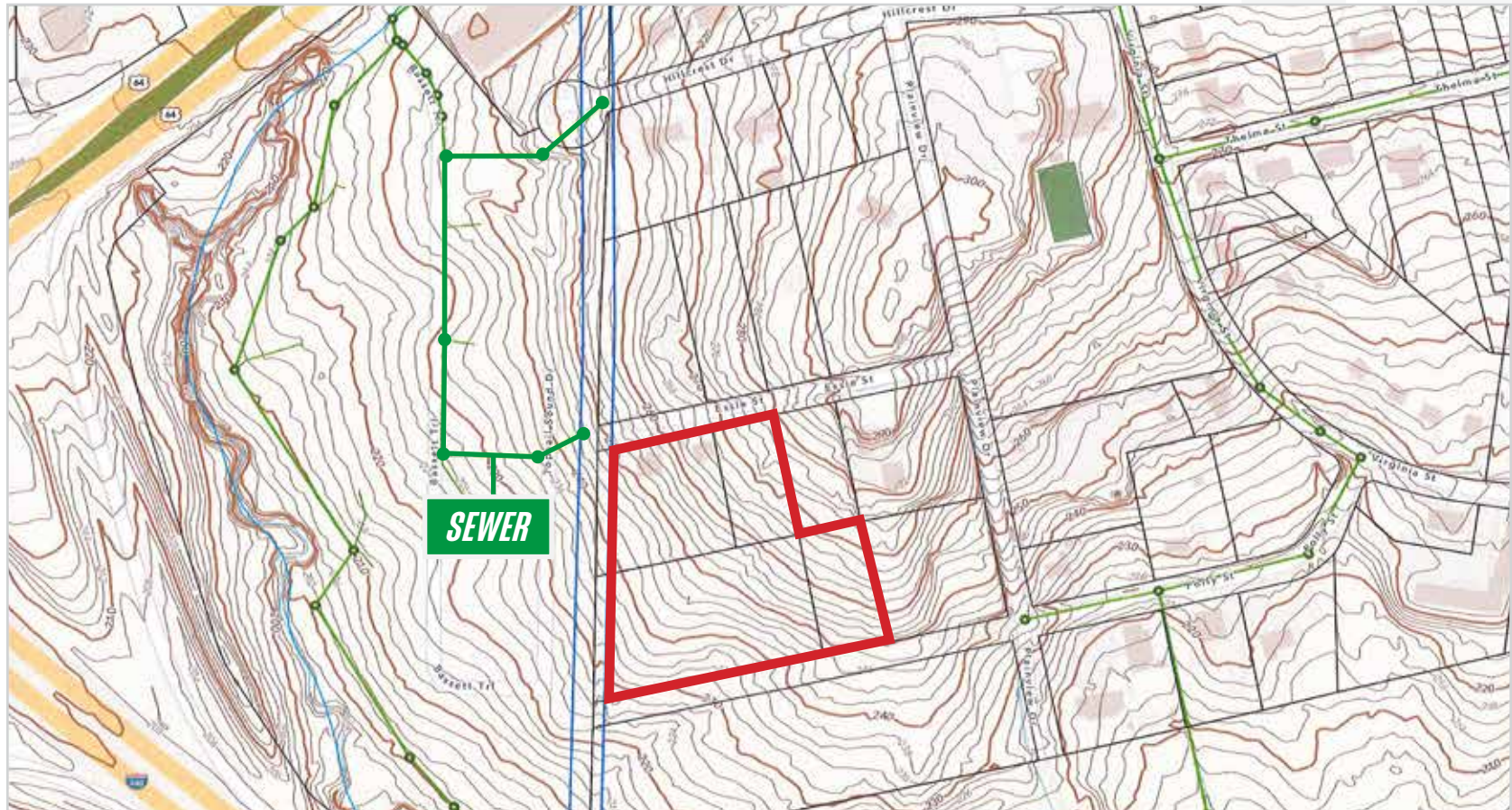
**SALE PRICE:**  
**\$585,000/ACRE**

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## ENVIRONMENTAL



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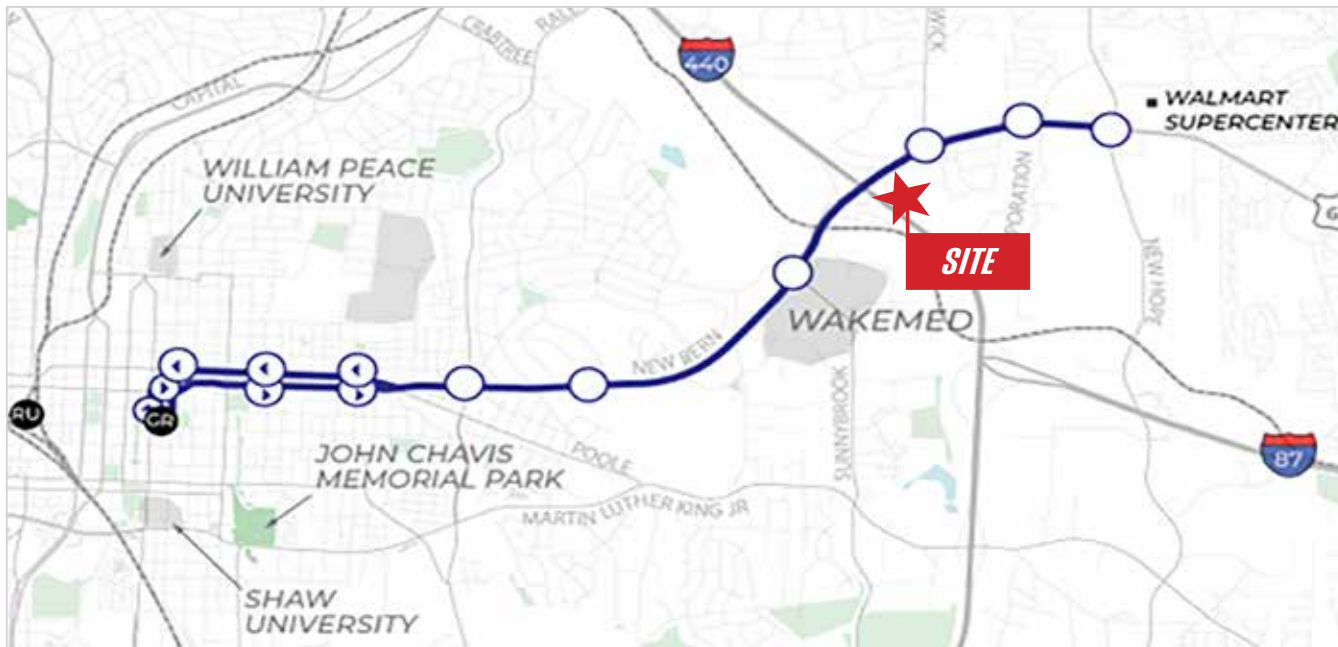
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## **RAPID BUS TRANSIT - NEW BERN CORRIDOR**

The City of Raleigh has plans to implement Bus Rapid Transit (BRT) along New Bern Avenue from the Raleigh central business district eastward to North New Hope Road. The project is expected to include 4.75 miles of exclusive bus lanes, with the other 1.75- miles operating in mixed traffic. The project also includes transit signal priority, off-board fare payment, and six electric battery-powered or compressed natural gas buses. The service is planned to operate every 10 minutes during peak periods, 15 minutes during off-peak periods and every 20 minutes on weekends. The City has hired an Contractors for Phase 1 & 2 and Phase 1 construction is starting February 2026.

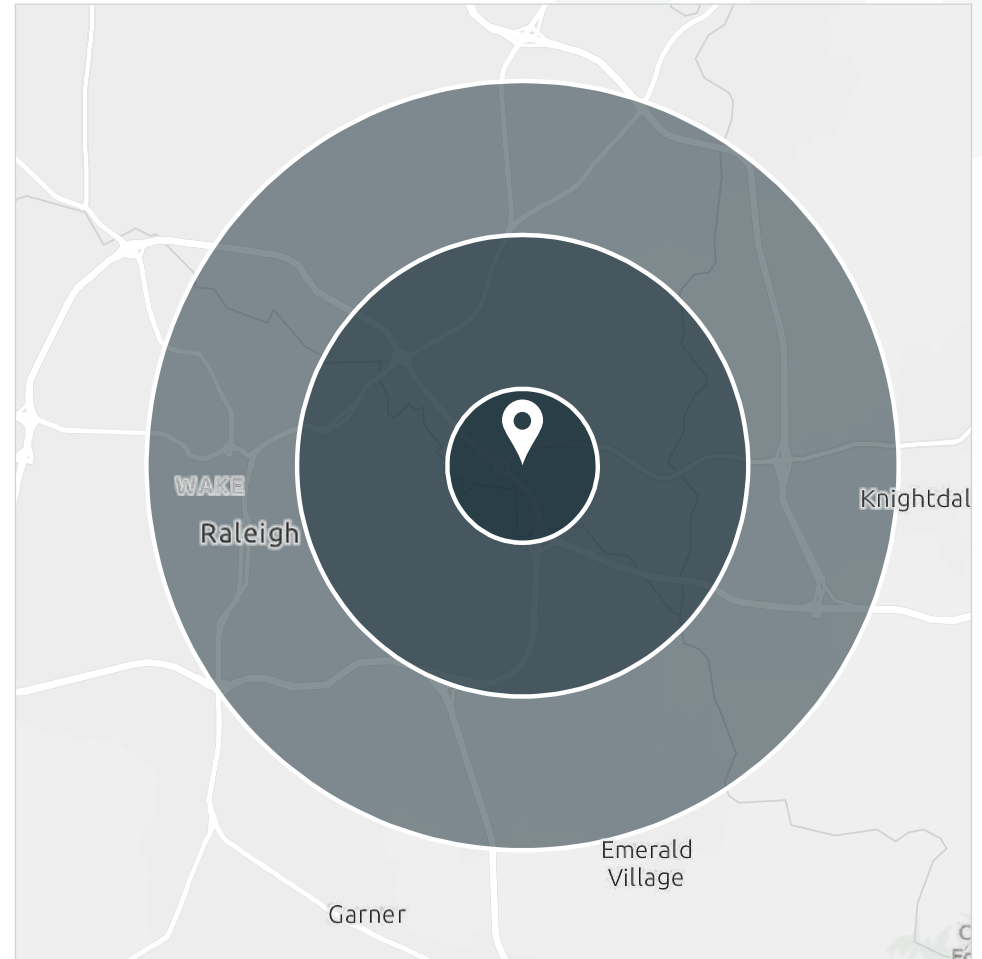
<https://raleighnc.gov/projects/new-bern-avenue-brt-construction-updates>



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## DEMOGRAPHICS

	1 Mile	3 Miles	5 Miles
<b>2025 POPULATION</b>	4,943	73,522	220,461
<b>2030 POPULATION (PROJECTED)</b>	4,791	76,679	246,481
<b>2025 HOUSEHOLDS</b>	1,933	29,260	92,178
<b>2030 HOUSEHOLDS (PROJECTED)</b>	1,894	30,922	105,802
<b>OWNER-OCCUPIED HOUSING UNITS</b>	575	16,107	44,889
<b>RENTER-OCCUPIED HOUSING UNITS</b>	1,358	13,153	47,289
<b>2025 AVERAGE HOUSEHOLD INCOME</b>	\$73,992	\$103,852	\$118,228
<b>2030 AVG HOUSEHOLD INCOME (PROJECTED)</b>	\$85,041	\$116,788	\$133,149



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**THIS IS OUR TRADEMARK**

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