

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](mailto:darrell@likewisecommercial.com) | [likewisecommercial.com](http://likewisecommercial.com)



1475 Crossroads Parkway, Mars Hill, NC 28754



## OFFERING SUMMARY

SALE PRICE \$2,674,000

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.



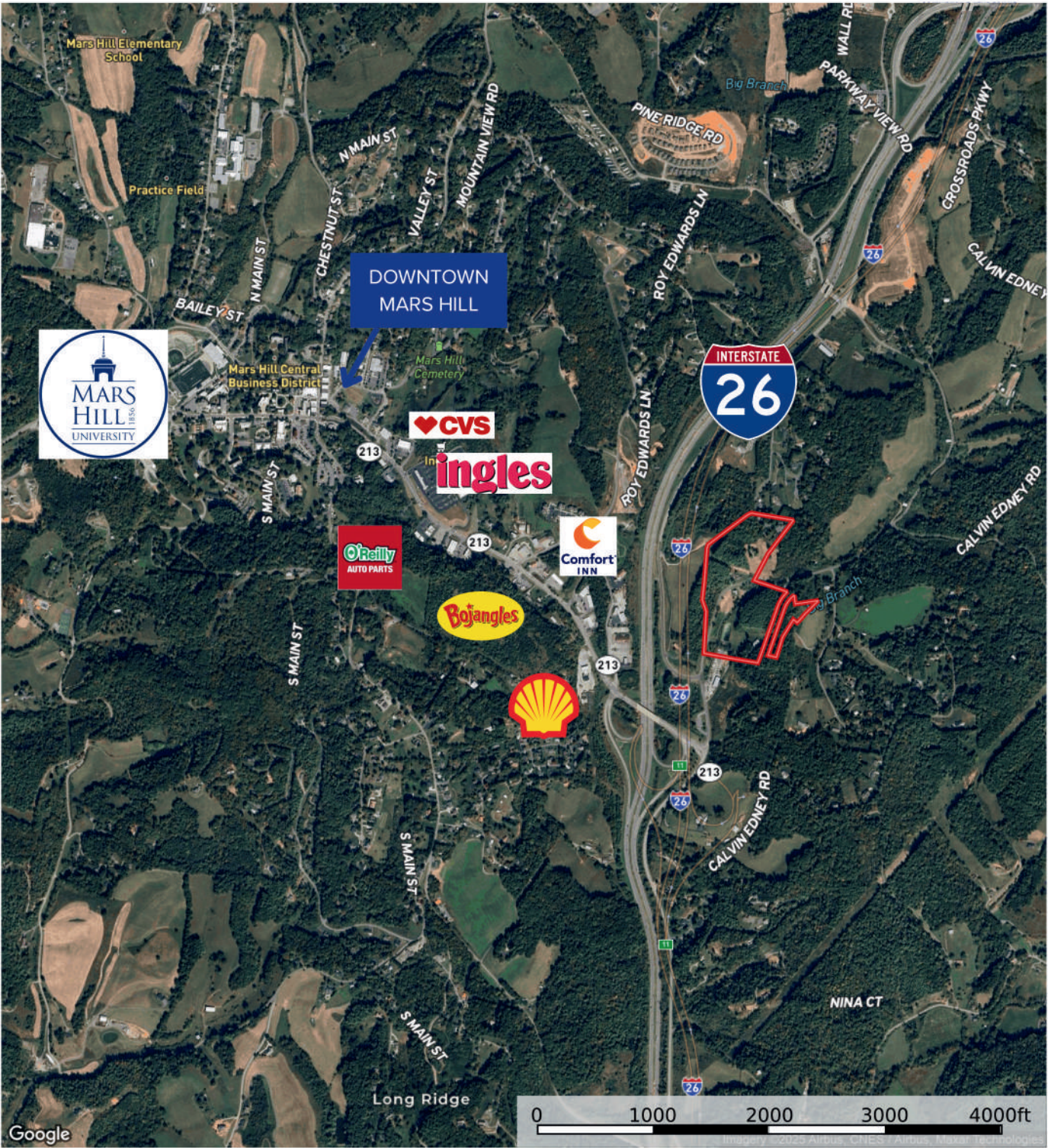
**Likewise**  
COMMERCIAL REAL ESTATE

**Darrell Metcalf** LISTING BROKER

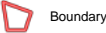
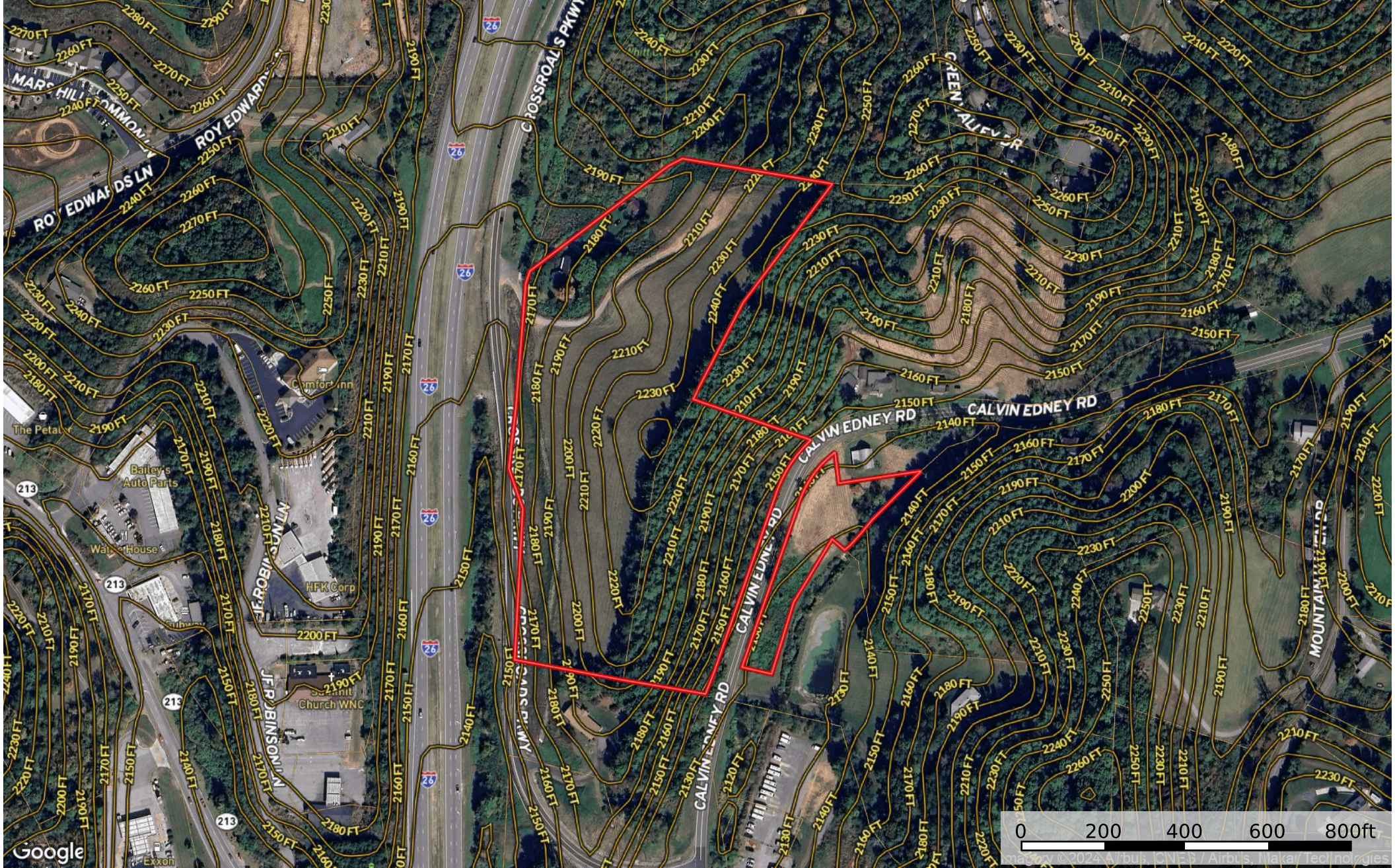
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Boundary

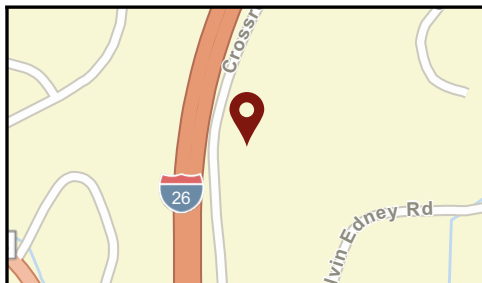
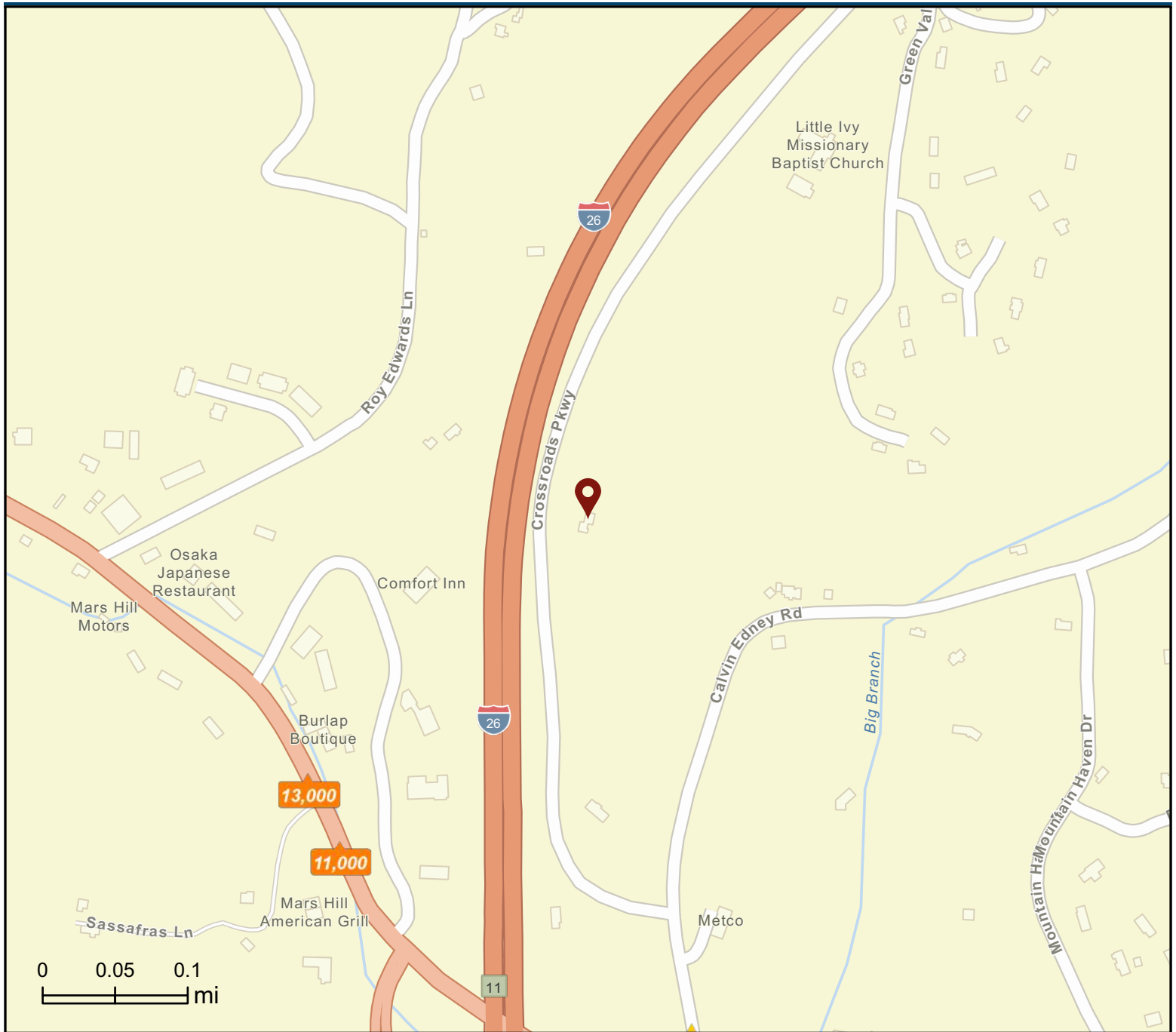




## Traffic Count Map - Close Up

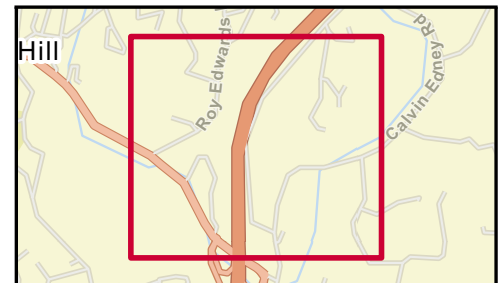
1475 Crossroads Parkway, Mars Hill, North Carolina, 28754  
Rings: 1, 3, 5 mile radii

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



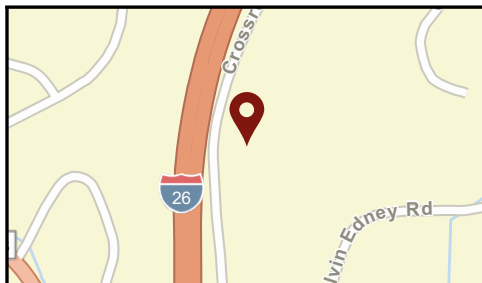
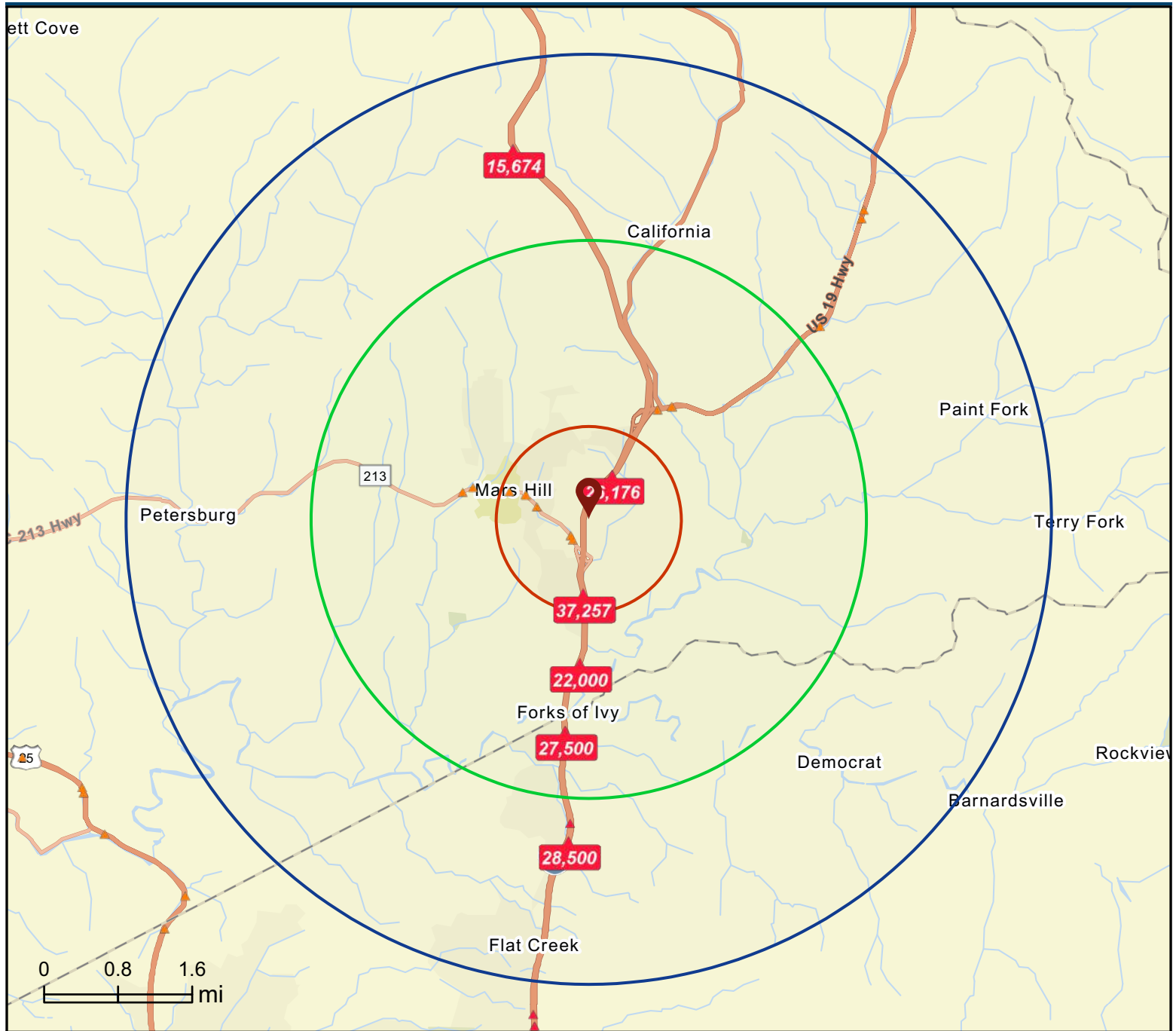
Source: ©2024 Kalibrate Technologies (Q4 2024).

May 22, 2025

## Traffic Count Map

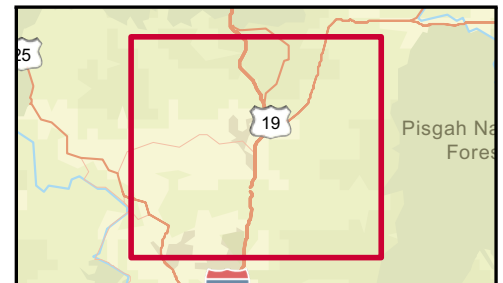
1475 Crossroads Parkway, Mars Hill, North Carolina, 28754  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
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**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).

May 22, 2025

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

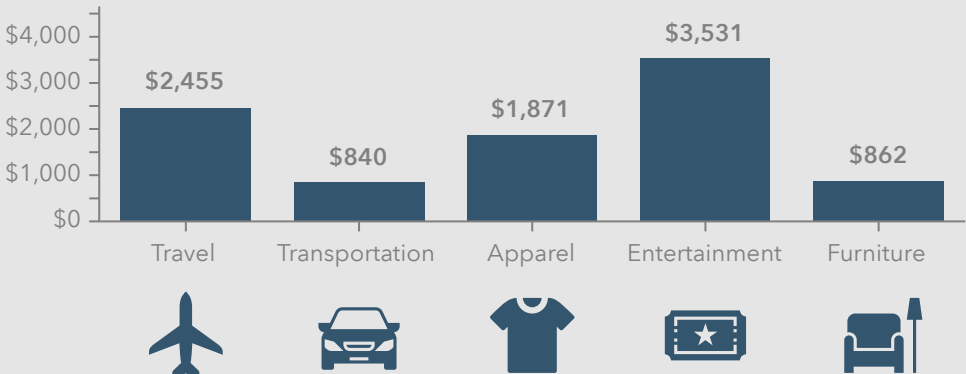
Avg Household  
Size



\$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).

© 2025 Esri

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.

May 22, 2025



## 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%
Total	103	100.0%	855	100.0%	173	100.0%	1,275	100.0%	264	100.0%	1,739	100.0%

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May 22, 2025



## 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%
Retail Trade Summary	29	28.2%	214	25.0%	38	22.0%	254	19.9%	50	18.9%	297	17.1%
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%
Finance, Insurance, Real Estate Summary	8	7.8%	31	3.6%	11	6.4%	44	3.5%	13	4.9%	54	3.1%
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%
Services Summary	43	41.8%	473	55.3%	70	40.5%	744	58.4%	104	39.4%	1,002	57.6%
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%
Government	2	1.9%	6	0.7%	3	1.7%	15	1.2%	4	1.5%	30	1.7%
Unclassified Establishments	3	2.9%	0	0.7%	9	5.2%	0	1.2%	18	6.8%	0	1.7%
Totals	103	100.0%	855	100.0%	173	100.0%	1,275	100.0%	264	100.0%	1,739	100.0%

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May 22, 2025



# 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



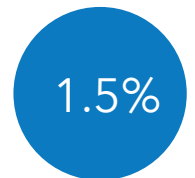
25.4%

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

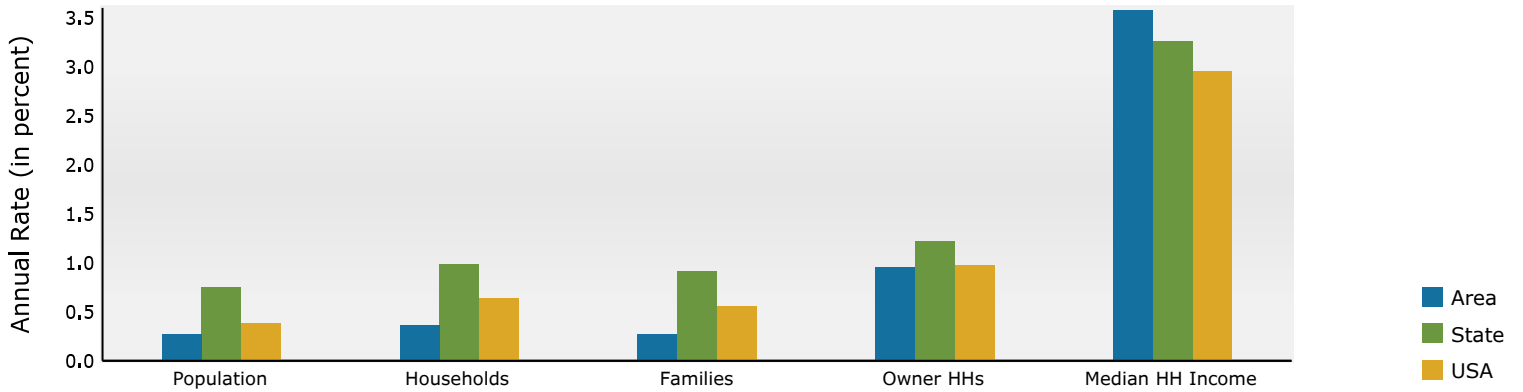
Summary	Census 2010		Census 2020		2024		2029	
Population	11,415		12,081		12,322		12,488	
Households	4,293		4,602		4,724		4,809	
Families	3,083		3,149		3,194		3,238	
Average Household Size	2.48		2.47		2.44		2.43	
Owner Occupied Housing Units	3,255		3,571		3,726		3,907	
Renter Occupied Housing Units	1,038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

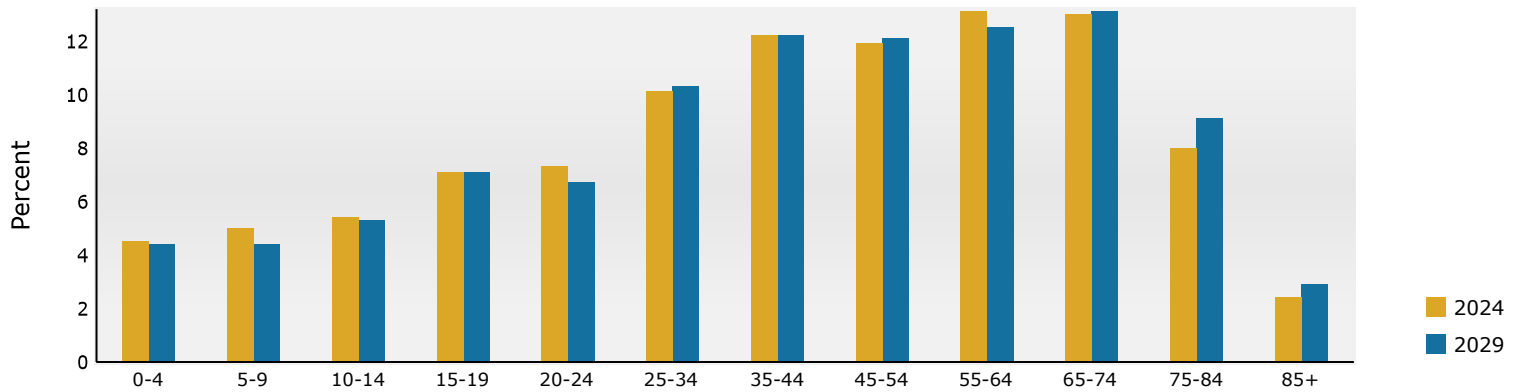
**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



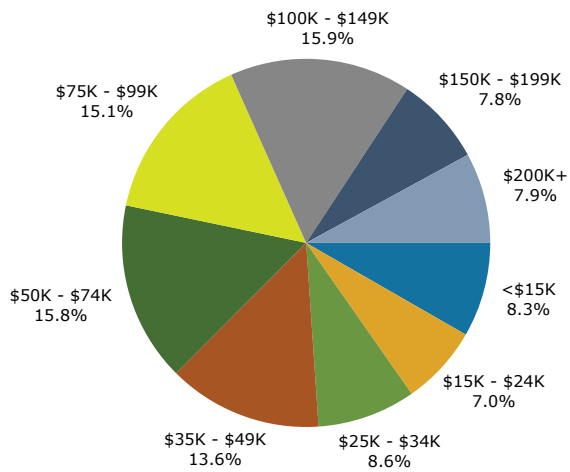
## Trends 2024-2029



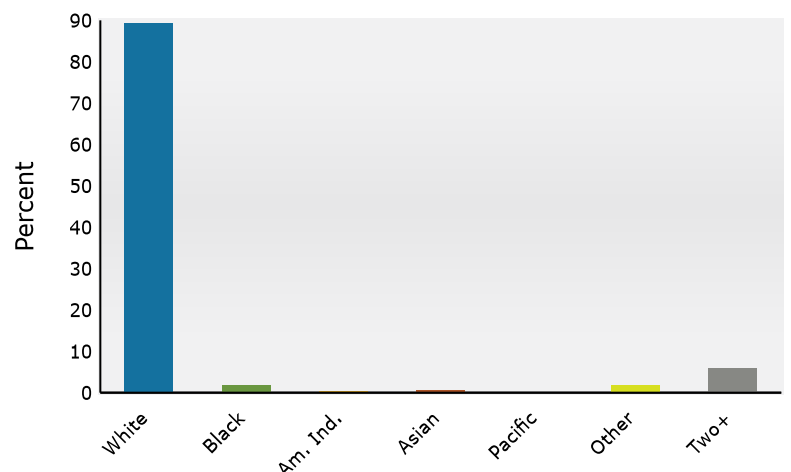
## Population by Age



## 2024 Household Income



## 2024 Population by Race



2024 Percent Hispanic Origin: 4.8%