



**LOOKING  
GLASS  
REALTY**

WESTERN NORTH CAROLINA

**PRIME  
DEVELOPMENT  
OPPORTUNITY**



# The One Not To Miss.



For years, developers looked right past this small mountain city — too focused on the big lights, big markets, and bigger risks.

They didn't see what was quietly growing here: a vibrant town surrounded by national forest, fueled by craft culture, and just minutes from Asheville Regional Airport.

***A prime site delivered to buyer fully entitled for 32 modern townhomes.***

***Perfectly positioned between nature and connection, adventure and accessibility.***

# 280 S Broad St

*Brevard, North Carolina 28712*

## **Acres:** ±1.42 acres (3 tracts total)

This offering consists of three contiguous parcels totaling approximately 1.42 acres. The seller currently owns two parcels (±1.05 acres) and is under contract to acquire the third parcel (±0.37 acres). All three parcels will convey together at closing.

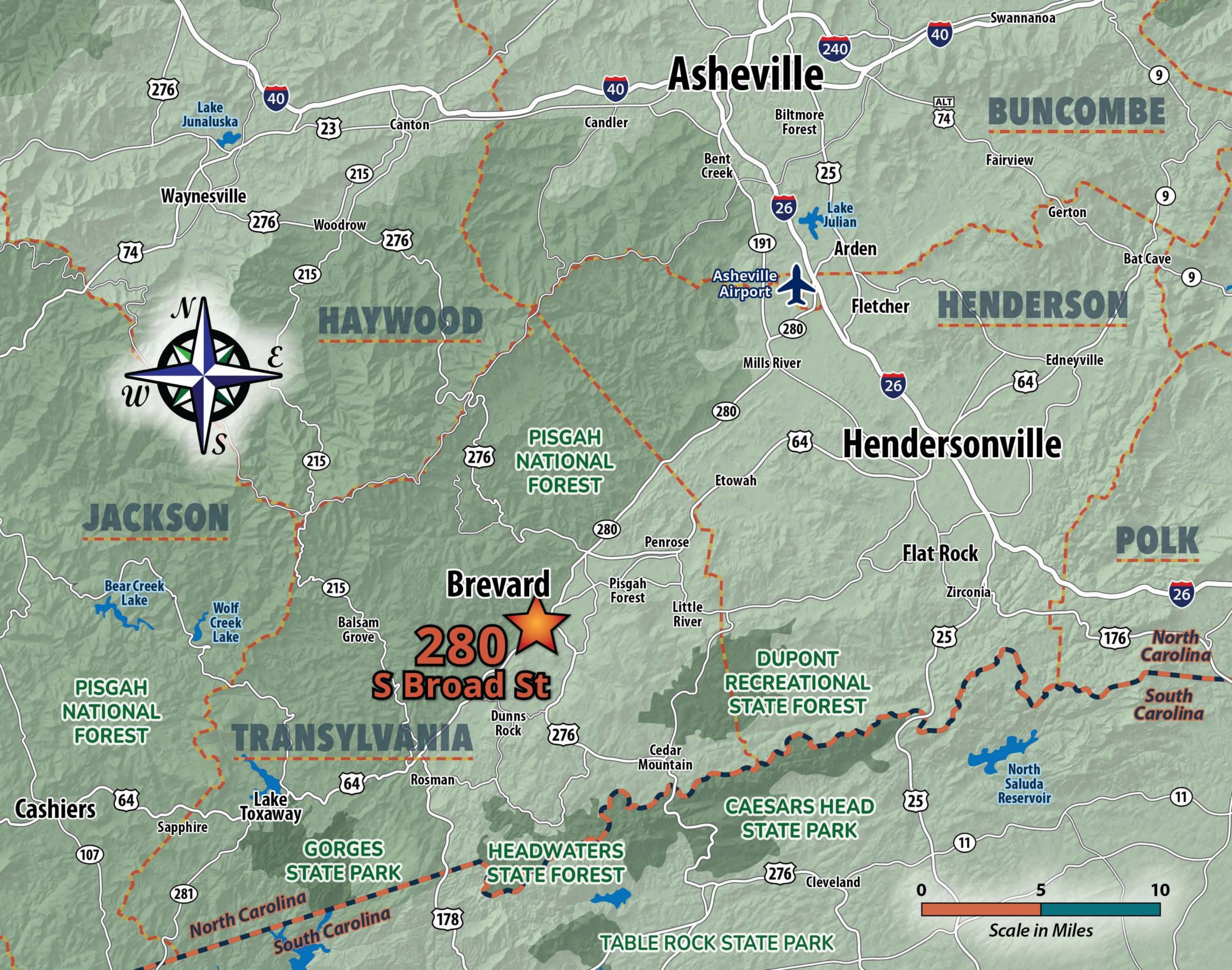
**Location:** Only 3 blocks from the center of downtown Brevard

**Zoning:** Mixed Use / DMX

**Existing Structure:** ±4,000 sq ft metal building with ample parking

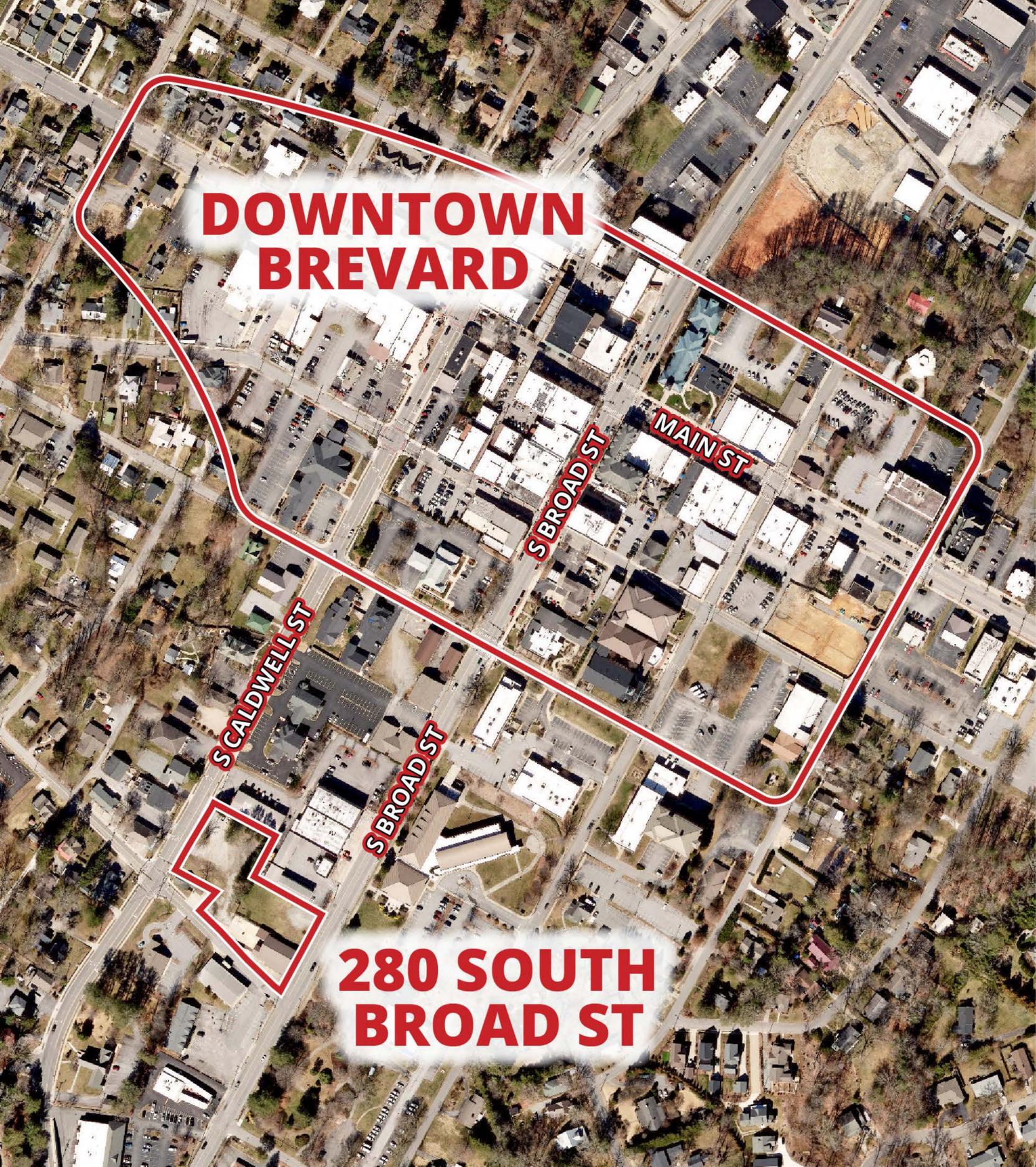
**Investment Highlight:** One of the largest contiguous mixed-use development parcels within walking distance of Brevard's downtown, offering multiple viable development paths and strong long-term upside.





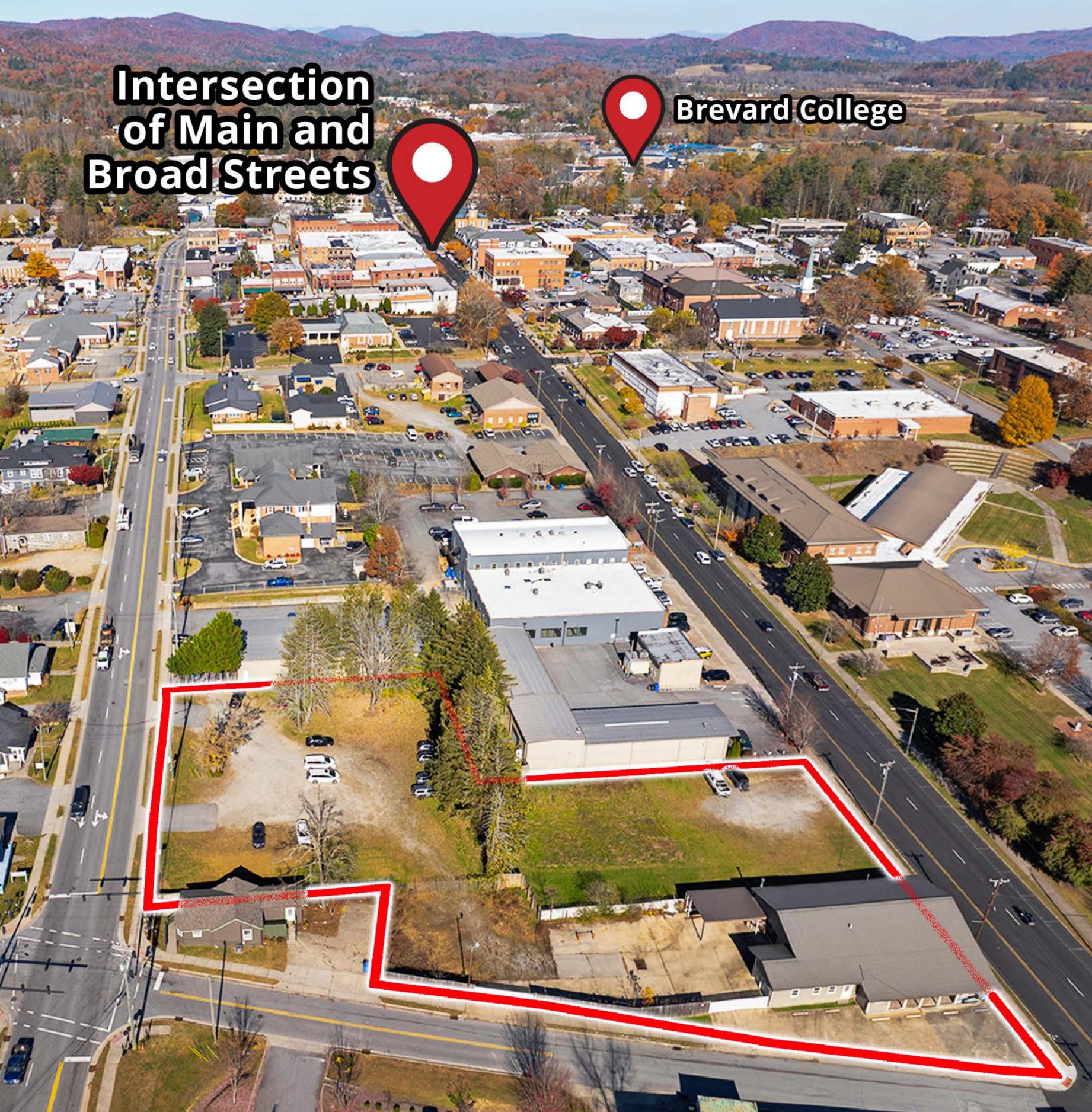
## Drive time from 280 S Broad St to:

- Asheville Airport 28 min
- Asheville 45 min
- Hendersonville 34 min
- Cashiers 45 min
- Pisgah National Forest (276 entrance) 9 min
- Dupont State Forest 20 min
- Headwaters State Forest 21 min
- Gorges State Park 31 min



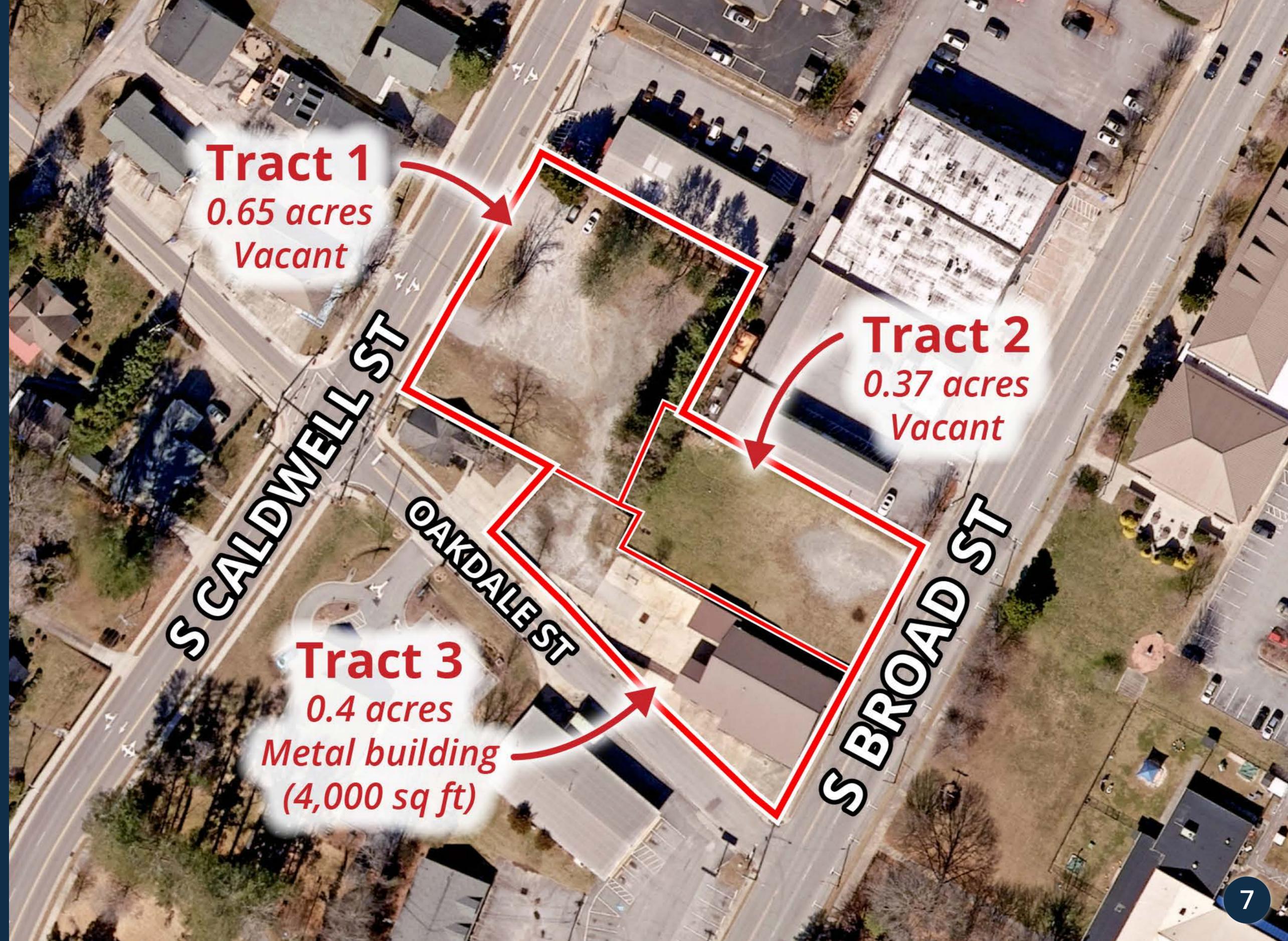
**Intersection  
of Main and  
Broad Streets**

**Brevard College**



# PROPERTY OVERVIEW

- Level topography
- Ample parking
- City utilities available
- Excellent frontage and accessibility from S Broad St, Oakdale St, and Caldwell St
- Building could be reused for retail/flex or removed for redevelopment



**Tract 1**  
0.65 acres  
Vacant

**Tract 2**  
0.37 acres  
Vacant

**Tract 3**  
0.4 acres  
Metal building  
(4,000 sq ft)

**S CALDWELL ST**

**OAKDALE ST**

**S BROAD ST**

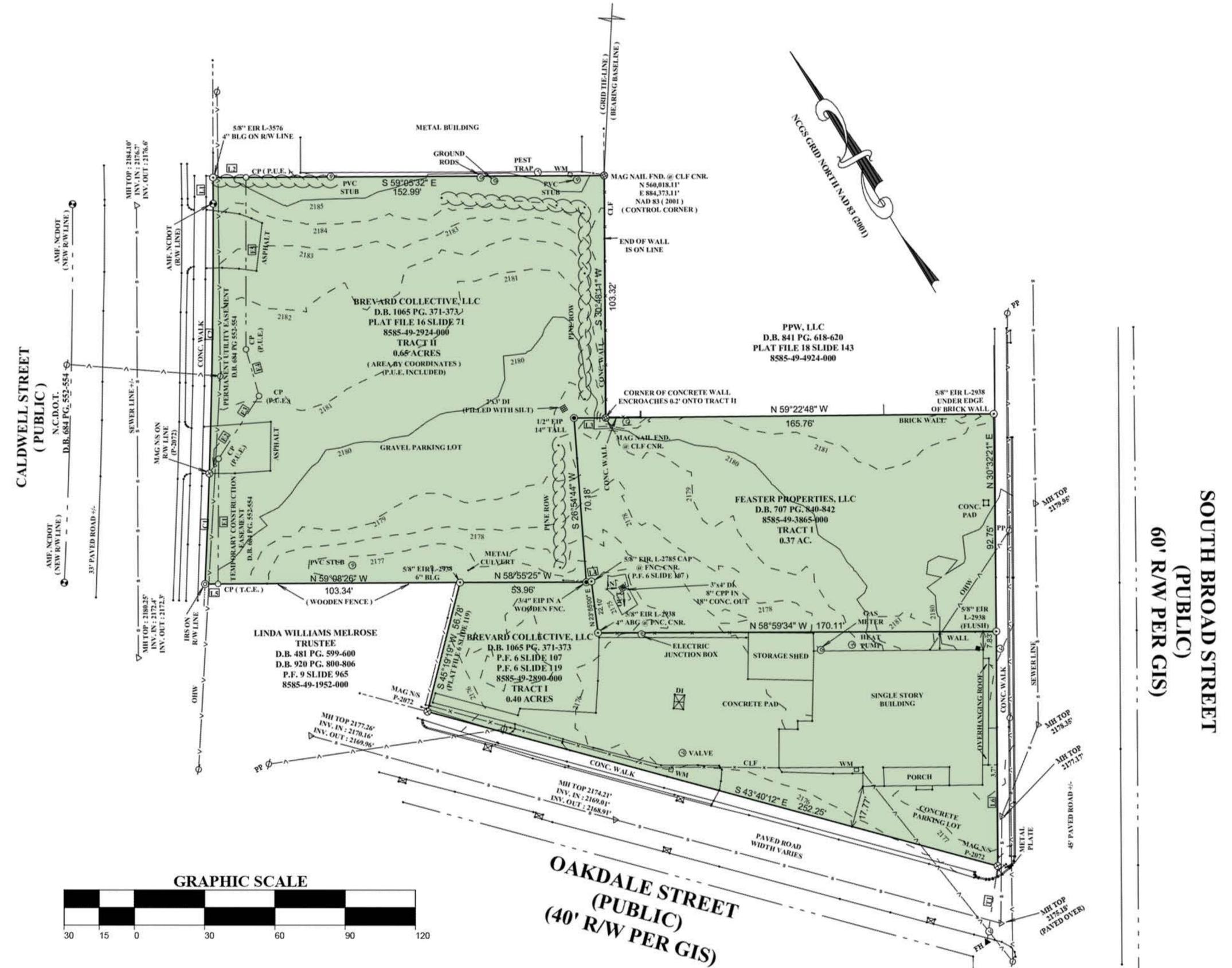
# LOCATION ADVANTAGE

- 3 blocks from Brevard's Main Street
- Walkable to restaurants, galleries, and services
- Close proximity to Brevard College, Brevard Music Center, the Ecusta Trail, and Transylvania Regional Hospital
- Surrounded by established residential and commercial neighborhoods



# ZONING & DEVELOPMENT POTENTIAL

- Zoning: Mixed Use – residential, retail, office, or hospitality permitted
- Utilities: City water/ sewer, gas
- Density Potential: Up to 32 townhomes or combination of commercial and residential
- Flexible options for multi-story mixed-use or medical development



# SCENARIO 1: TOWNHOME DEVELOPMENT

- Up to 32 townhomes
  - *Approx 2,000 sq ft; 3 bed / 3 bath*
  - *3 stories w/ 4th floor rooftop deck*
  - *50' max building height allowed in DMX zoning district*
- Mountain view potential and easy walk to downtown
- Tracts 1, 2 and 3 combined for full residential plan
- High local demand for new high end, low maintenance housing, targeting second homes for professionals and retirees





# SCENARIO 2: TOWNHOMES + MEDICAL OR PROFESSIONAL FACILITY

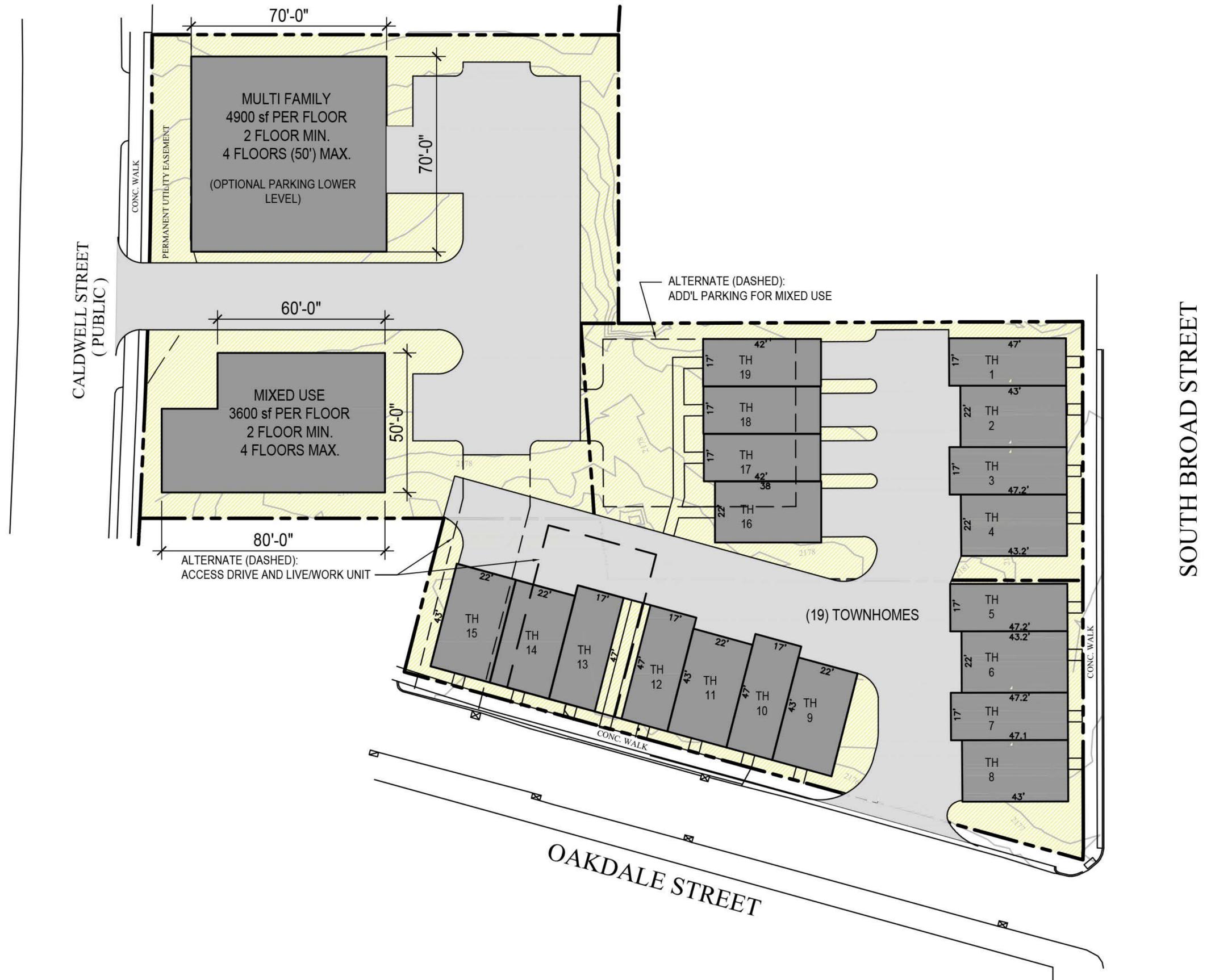
- Tract 1:  
13 townhomes
- Tracts 2 & 3: Medical or  
office campus, plus 3  
additional townhomes
- Proximity to  
Transylvania Regional  
Hospital (2.5 miles)
- Growing demand  
for outpatient,  
dental, and specialty  
offices in Brevard





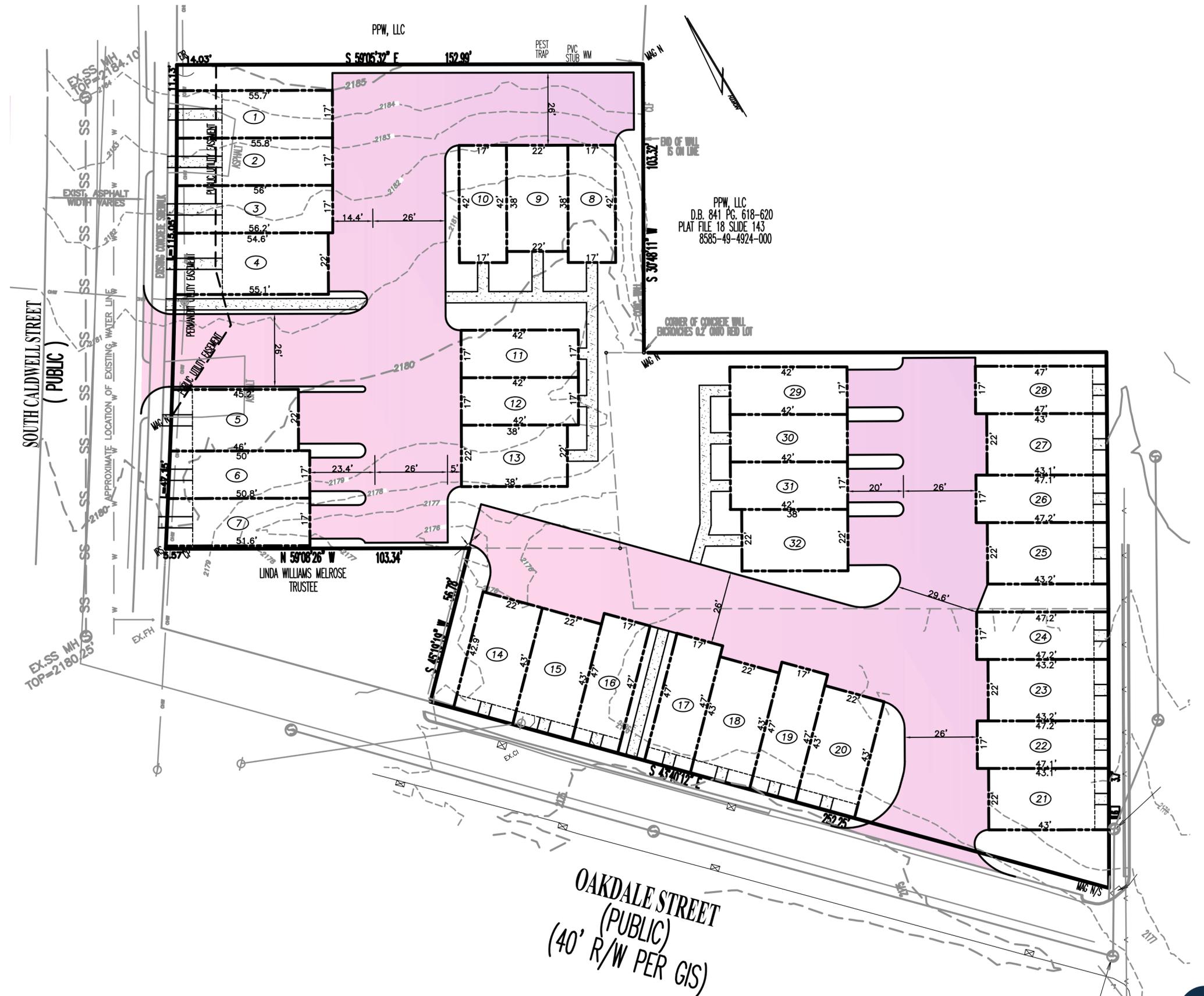
# SCENARIO 3: TOWNHOMES + MIXED USE BUILDINGS

- Tract 1: Two mixed use buildings with retail/restaurant below and residential above, or all multi-family
- Tracts 2 & 3: 19 townhomes
- Creates live-work community with strong retail synergy
- Adds valuable commercial frontage to the south-of-downtown corridor



# REDEVELOPMENT PRICING

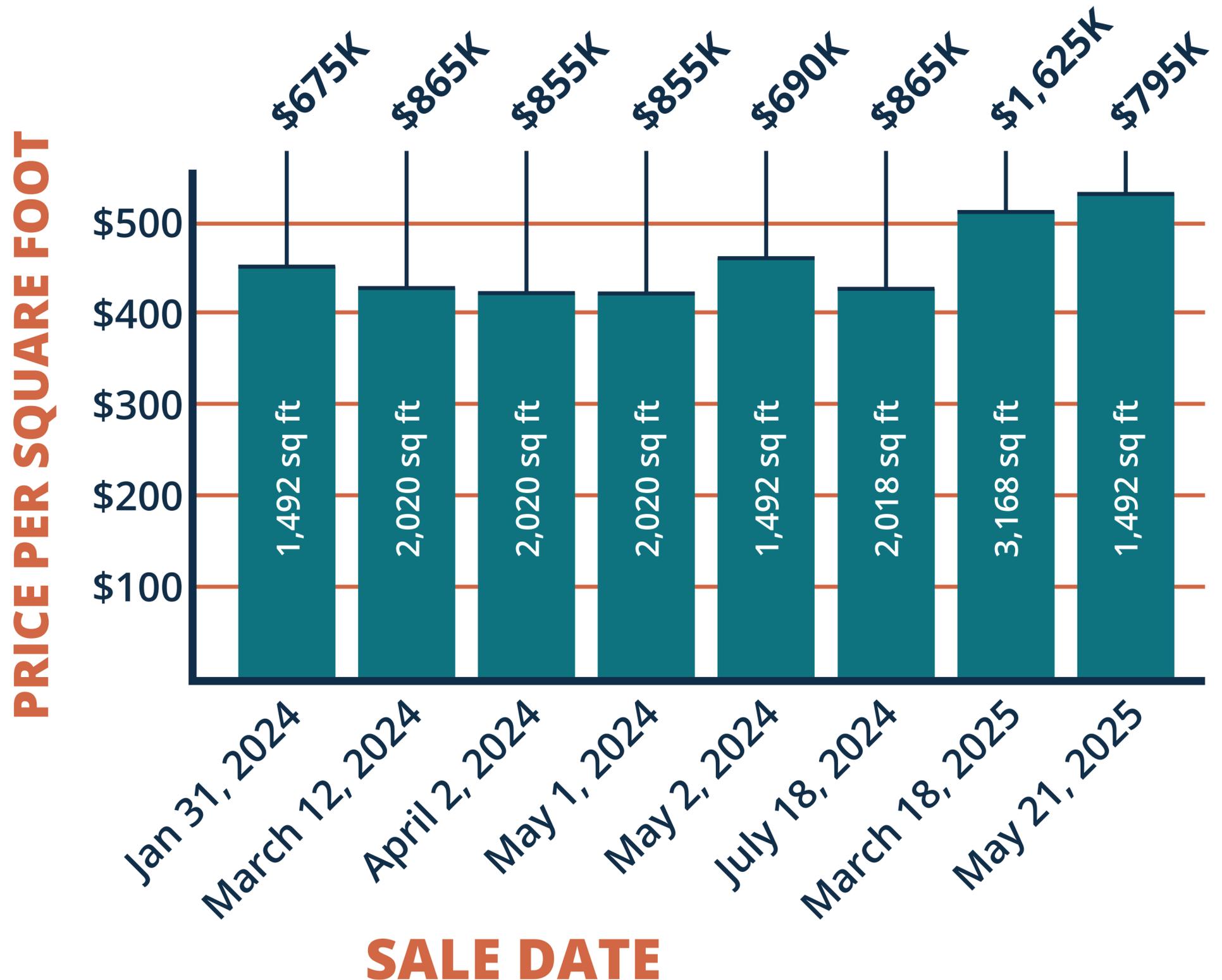
LOT TYPE	DEFINITION	PRICE PER LOT
Permitted Lot	Fully approved, shovel-ready	\$130,000
Finished Pad	Build-ready with infrastructure installed	\$175,000



# SALES COMPARABLES: JORDAN ST TOWNHOMES

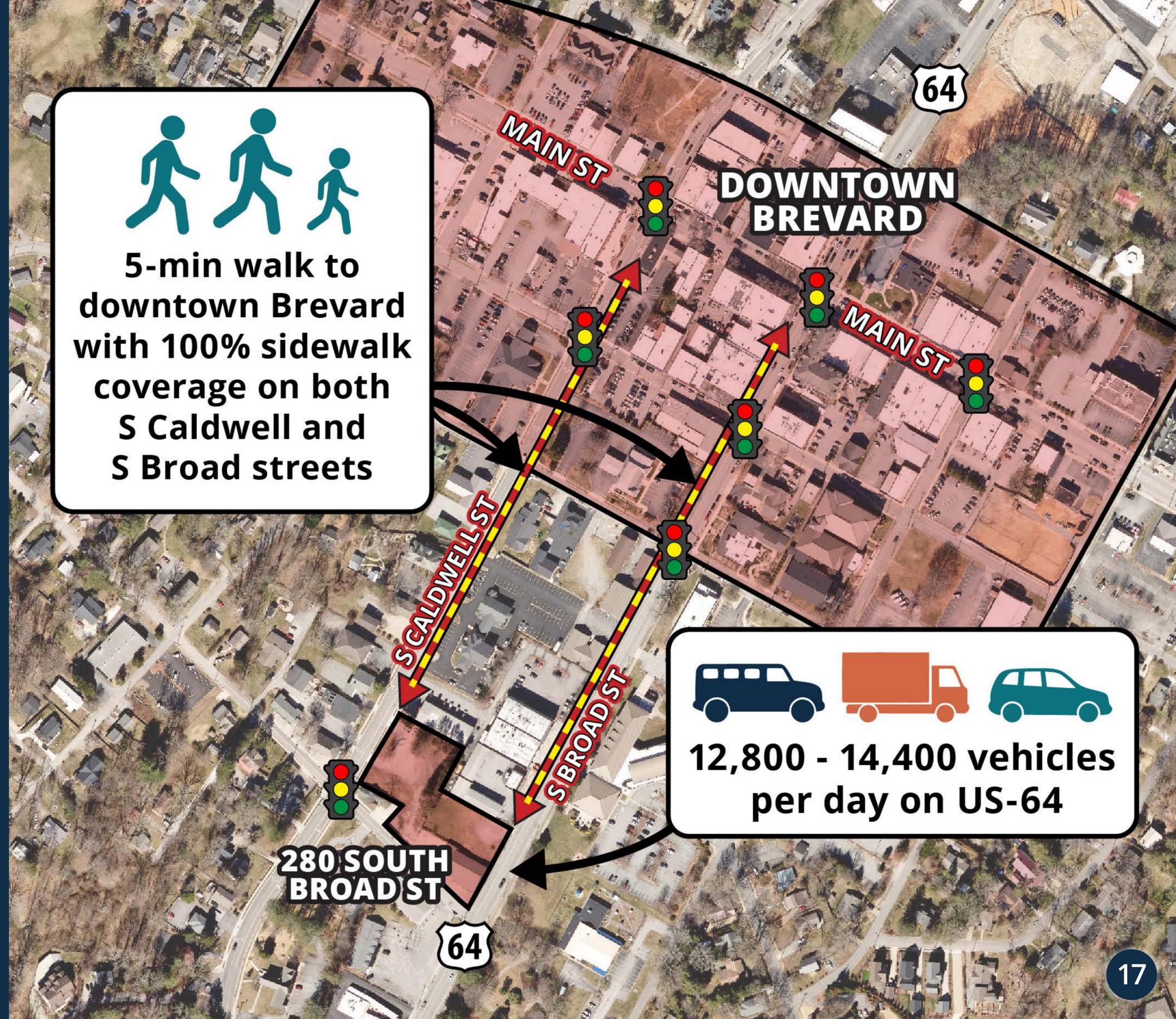
- Modeled after the successful Jordan Street townhomes, the proposed 280 S Broad project features modern mountain design, rooftop decks, and a walkable downtown location.
- The Jordan Street units sold between Jan 2024 and May 2025—some off-market— at \$423 to \$533 per square foot, highlighting strong, sustained demand for high-end, walkable housing in Brevard.

## TOTAL SALE PRICE PER TOWNHOME



# TRAFFIC & MARKET ACCESS

- Frontage corridor: S Broad St (US-64) – only 3 blocks to downtown Brevard
- Annual Average Daily Traffic (AADT):
  - 12,800–14,400 vehicles/day (US-64 / Broad St corridor, per NCDOT 2030 projections)
  - Stable traffic levels for over a decade
  - Signalized intersections provide easy ingress/egress
- Visibility & Access Advantages:
  - Direct US-64 frontage
  - Excellent exposure for retail or medical uses
  - Pedestrian access to downtown core, Ecusta Trail, and Brevard College



  
5-min walk to downtown Brevard with 100% sidewalk coverage on both S Caldwell and S Broad streets

  
12,800 - 14,400 vehicles per day on US-64

# MARKET OVERVIEW



## POPULATION

~20,000 (5-mile radius)



## MEDIAN AGE

~50



## KEY EMPLOYERS / BUSINESSES

Brevard Music Center

Gaia Herbs

SylvanSport

Brevard College

15+ summer camps

Transylvania  
Regional Hospital

Transylvania  
County Schools

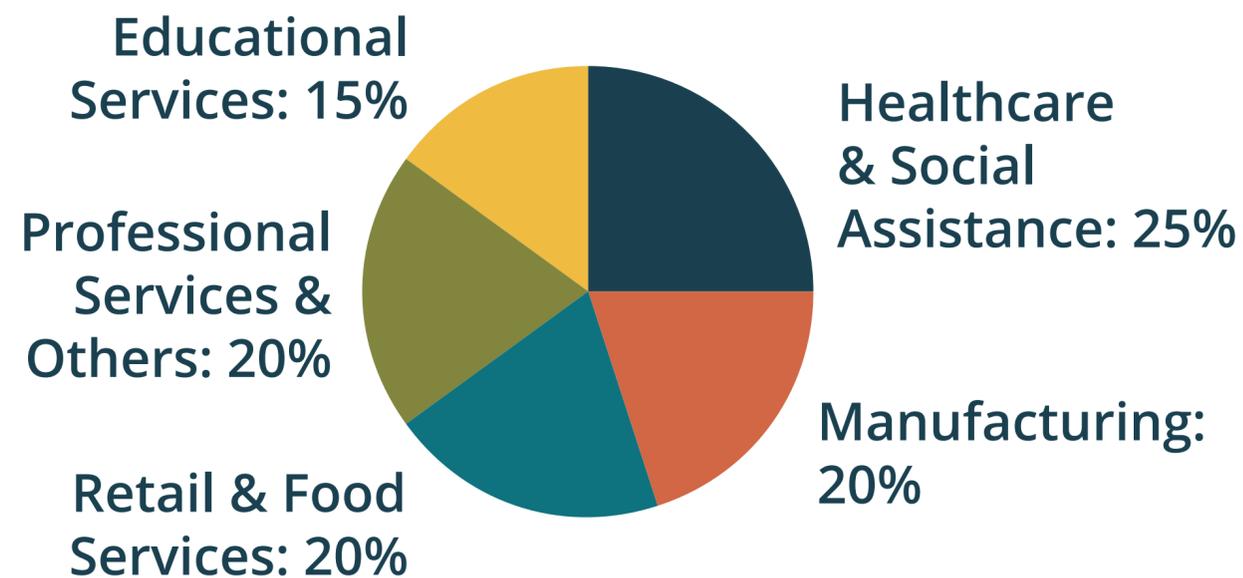


## TOURISM STATS

In Transylvania County, tourism generates \$187 million in revenue (including \$7.4 million in local tax revenue) and supports 1,200 jobs.

Dupont State Forest receives roughly 1 million visitors per year, and Pisgah National Forest receives several million.

## LOCAL EMPLOYMENT SECTORS



# PROPERTY HIGHLIGHTS

- One of the *largest undeveloped parcels* near downtown Brevard
- *Multiple exit strategies:* residential, mixed-use, or medical
- *Prime visibility* on a high-traffic US-64 corridor
- *Walkable* and fully served by city utilities
- *Strong market fundamentals* and limited in-town supply







# 280 S BROAD ST

- ✓ Delivered Fully Entitled
- ✓ Prime Location
- ✓ Positioned for Rapid Absorption

*Contact Jordan Clark  
or Paul Wilander*



# Contact



**Jordan Clark**  
*Broker-in-Charge*



---

 828.817.1880

 [jordan@lookingglassrealty.com](mailto:jordan@lookingglassrealty.com)



**Paul Wilander**  
*Broker / Owner*



---

 828.577.1666

 [paul@lookingglassrealty.com](mailto:paul@lookingglassrealty.com)

**[lookingglassrealty.com](http://lookingglassrealty.com)**