

▼ PRICE REDUCED — NOW \$899,999

# OFFERING MEMORANDUM

921 CONCORD PKWY N | CONCORD, NC 28027

FORMERLY: CONCORD FAMILY RESTAURANT & DINER · PARCEL ID: 56118379260000

ASKING PRICE  
**\$899,999**

LOT SIZE  
**±1.15 Acres**

ZONING  
**C-2 General  
Commercial**

TRAFFIC COUNT  
**32,000+ VPD**

LOCATION  
**Hwy 29 Corner  
Lot**

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**JAY WHITE TEAM**  
POWERED BY PLACE

**kw** CHARLOTTE  
BALLANTYNE AREA  
KELLERWILLIAMS REALTY

MELANIE WETTLAUFER | NC BROKER 357918

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SECTION 01

# PHOTO GALLERY

921 CONCORD PKWY N · CONCORD, NC 28027

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\*Lot lines are approximate and do not represent a survey



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SECTION 02

# EXECUTIVE SUMMARY

921 CONCORD PKWY N · CONCORD, NC 28027

PRICE REDUCED ~~\$899,999~~ → \$899,999

## PROPERTY OVERVIEW

## INVESTMENT OPPORTUNITY

We are pleased to present this exceptional **±1.15-acre corner lot** situated along the bustling Concord Parkway (Highway 29) in the vibrant heart of Concord, North Carolina. Zoned **C-2 (General Commercial)**, this lot was once the cherished site of the beloved Concord Family Restaurant & Diner — a landmark of the community for over 30 years under the same ownership.

Now available for the first time in over three decades, this rare corner lot presents **boundless development potential** for retail, restaurant, office, or mixed-use concepts. The property's high visibility, superior traffic counts, and proximity to major regional attractions make it one of the most compelling commercial land opportunities in the Greater Charlotte MSA.

With **32,000+ vehicles per day** passing the site on Highway 29 and direct access to I-85, this location offers unmatched exposure for virtually any commercial use permitted under C-2 zoning.

## CITY OF CONCORD DEVELOPMENT STANDARDS

IMPERVIOUS SURFACE RATIO	MIN. STREET FRONTAGE
<b>80%</b>	<b>30 ft</b>
FRONT SETBACK (MIN)	UTILITIES
<b>10 ft</b>	<b>Water &amp; Sewer*</b>

## PROPERTY DETAILS

## KEY FACTS

ADDRESS	921 Concord Pkwy N, Concord, NC 28027
ASKING PRICE	<b>\$899,999</b> (Reduced from \$999,999)
PRICE PER ACRE	≈ \$782,608 / Acre
LOT SIZE	±1.15 Acres (Corner Lot)
ZONING	C-2 — General Commercial
JURISDICTION	City of Concord, NC
COUNTY	Cabarrus County
PARCEL ID	56118379260000
TRAFFIC COUNT	32,000+ VPD (Hwy 29)
PARCEL TYPE	Corner Lot — Vacant Land
FORMER USE	Concord Family Restaurant / Diner
OWNERSHIP	Same Owner 30+ Years
WATER	Available (City of Concord)
SEWER	Available (Capacity Request Req'd)

## INVESTMENT HIGHLIGHTS

## WHY THIS PROPERTY

- Corner lot with dual-street frontage on high-traffic Hwy 29
- 32,000+ vehicles per day — exceptional visibility & exposure
- C-2 zoning allows retail, restaurant, office, drive-thru & more
- Minutes to Charlotte Motor Speedway (1.5M annual visitors)
- Close proximity to I-85 — gateway to Greater Charlotte MSA
- Surrounded by national hotel brands & major retail anchors
- Established community landmark — familiar to local consumers
- 80% impervious surface ratio supports dense development
- Rare opportunity — first time available in 30+ years

\*Sewer capacity request required by City of Concord. All information deemed reliable but not guaranteed. Please consult all details and documents.

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SECTION 03

# NEARBY ATTRACTIONS

921 CONCORD PKWY N · CONCORD, NC 28027

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## REGIONAL DEMAND DRIVERS

## MAJOR ATTRACTIONS

**CHARLOTTE MOTOR SPEEDWAY**

~3 MILES SOUTH

One of NASCAR's most iconic venues, located at the intersection of US-29 and Bruton Smith Blvd. Draws **1.5 million annual spectators** and generates an estimated **\$450M annual economic impact** on the region.

**CONCORD MILLS MALL**

~4 MILES SOUTH

One of the largest outlet and value retail malls in the Southeast. Anchored by Bass Pro Shops, AMC Theatres, and 200+ stores. Accessed via I-85 Exit 49 — a major regional shopping destination.

**GREAT WOLF LODGE**

~4 MILES SOUTH

North America's largest family indoor water park resort chain. The Concord location at 10175 Weddington Rd draws family travelers year-round, supporting hospitality demand throughout the corridor.

**I-85 INTERCHANGE**

~2 MILES

Direct access to Interstate 85, connecting to the Greater Charlotte MSA and beyond. The I-85 corridor is one of the most commercially active transportation arteries in the Southeast.

**ATRIUM HEALTH**

~2 MILES

Major regional healthcare system with a significant Concord presence. Supports strong daytime population and medical-adjacent commercial demand in

**DOWNTOWN CONCORD**

~1.5 MILES

The historic downtown core of Concord, NC — home to local government, dining, retail, and community events. The subject property sits along the

## HOTEL &amp; HOSPITALITY CORRIDOR

## NEARBY HOTELS

The subject property is surrounded by a robust hospitality corridor serving the Charlotte Motor Speedway, Concord Mills, and Great Wolf Lodge visitor base. Nearby hotel brands include:

HOLIDAY INN

EMBASSY SUITES

COURTYARD BY MARRIOTT

RESIDENCE INN

HOMWOOD SUITES

GREAT WOLF LODGE

HILTON GARDEN INN

HAMPTON INN

## HIGHWAY 29 CORRIDOR

## TRAFFIC &amp; VISIBILITY

Concord Parkway (US Highway 29) is the primary north-south commercial spine of Concord, NC. The subject property sits at a prominent corner intersection with **32,000+ vehicles per day** — providing unmatched exposure for any retail, food & beverage, or service-oriented business.

The corridor is lined with national retailers, auto dealerships, fast food, and service businesses — making this one of the highest-demand commercial corridors in Cabarrus County.



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SECTION 04

# LOCAL OVERVIEW

921 CONCORD PKWY N · CONCORD, NC 28027

04

MARKET CONTEXT

## CONCORD, NC & CABARRUS COUNTY

105,000+

CITY OF CONCORD  
POPULATION

230,000+

CABARRUS COUNTY  
POPULATION

2.7M+

CHARLOTTE MSA  
POPULATION

32K+

VEHICLES PER DAY (HWY 29)

\$450M

CMS ANNUAL ECONOMIC  
IMPACT

1.5M

ANNUAL CMS SPECTATORS

CITY OF CONCORD

## MARKET OVERVIEW

Concord, NC is the county seat of Cabarrus County and the second-largest city in the greater Charlotte metropolitan area. Located approximately 20 miles northeast of Uptown Charlotte, Concord has experienced **sustained population and economic growth** driven by its proximity to Charlotte, a business-friendly regulatory environment, and major tourism anchors including Charlotte Motor Speedway and Concord Mills.

The City of Concord has consistently ranked among the fastest-growing cities in North Carolina. The local economy is supported by a diverse mix of manufacturing, healthcare, retail, hospitality, and logistics sectors. Major employers in the area include **Atrium Health, Cabarrus County Schools, Philip Morris USA, and Corning**, among others.

The Highway 29 corridor — where the subject property is located — serves as the primary commercial spine connecting downtown Concord to the speedway district and I-85 interchange, making it one of the most strategically positioned corridors for commercial development in the region.

DEVELOPMENT CLIMATE

## GROWTH & OPPORTUNITY

The Concord commercial real estate market has seen **strong absorption of retail and restaurant pad sites** along the Highway 29 corridor, driven by the tourism economy and growing residential population base. The area surrounding the subject property features a mix of established national retailers, auto-related services, and hospitality properties.

**C-2 General Commercial zoning** in the City of Concord is one of the most permissive commercial designations, allowing a wide range of uses including:

- Restaurants & Drive-Through Food Service
- Retail Stores & Shopping Centers
- Professional & Medical Office
- Hotels & Motels
- Auto Service & Car Wash
- Banks & Financial Services
- Personal Services & Salons
- Childcare & Educational Facilities

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SECTION 05

# COMPARABLE PROPERTIES

921 CONCORD PKWY N · CONCORD, NC 28027

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## MARKET COMPARABLES

## COMMERCIAL LAND SALES — CONCORD / CABARRUS COUNTY, NC

921 Concord Pkwy N ★ Subject Property	\$899,999	1.15 Acres	\$782,608	C-2	Active	Corner lot, Hwy 29, 32K+ VPD, Reduced from \$999,999
550 Penny Ln NE Concord, NC 28025	\$325,000	~0.66 Acres	~\$492,424	C-2	Active	C-2 commercial tract, Concord city limits
91 Corban Ave SW Concord, NC 28025	\$900,000	~1.1 Acres	~\$818,182	Commercial	Active	MLS #4365561, downtown Concord commercial
Hwy 29 & Kannapolis Hwy Concord, NC 28025	Unpriced	2.3 Acres	N/A	Commercial	Active	Hwy 29 corridor, larger parcel, unpriced
Concord Commercial Land (Atrium Health Adj.)	\$450,000/Acre	2.67 Acres	\$450,000	Commercial	Active	Retail/office/medical/hotel uses, Concord
3.63 Ac Development Site Concord, NC (US-601)	Auction	3.63 Acres	N/A	Commercial	Sold	Hwy interchange, 18.5K+ VPD, larger site

## COMPARABLE ANALYSIS

## VALUE POSITIONING

The subject property at **\$899,999 (\$782,608/acre)** is competitively priced relative to comparable C-2 commercial land in the Concord market. The reduced asking price reflects a motivated seller and represents a compelling entry point for investors and developers seeking high-visibility Highway 29 frontage.

Comparable C-2 parcels in Concord are trading at **\$450,000–\$820,000 per acre** depending on location, traffic counts, and frontage. The subject property's corner location, 32K+ VPD exposure, and proximity to Charlotte Motor Speedway support pricing at the upper end of the range.

## PRICING SUMMARY

ASKING PRICE

**\$899,999**

PRICE / ACRE

**\$782,608**

LOT SIZE

**±1.15 Acres**

ORIGINAL PRICE

~~\$899,999~~

PRICE REDUCTION

**\$74,999**

ZONING

**C-2 General**

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SECTION 06

# NEARBY AMENITIES

921 CONCORD PKWY N · CONCORD, NC 28027

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IMMEDIATE SURROUNDINGS

## COMMERCIAL NEIGHBORS

### DOLLAR TREE

ADJACENT /  
NEIGHBORING

National discount retailer directly adjacent to the subject property on Concord Pkwy N, generating consistent daily foot traffic.

### BIG GOOD'S WAREHOUSE

ADJACENT

Neighboring commercial building directly abutting the subject property, part of the established commercial node at this intersection.

### AUTO DEALERSHIPS

WITHIN 0.5 MILES

Multiple auto dealerships and service centers along the Hwy 29 corridor, indicative of the high-traffic commercial character of the area.

### NATIONAL RETAILERS

WITHIN 1 MILE

Walmart, Lowe's, and multiple national fast food and service retailers within a short drive, supporting strong consumer traffic patterns.

TRANSPORTATION ACCESS

## CONNECTIVITY

- **Highway 29 (Concord Pkwy N)** — Direct frontage, 32K+ VPD
- **I-85** — ~2 miles, connects to Charlotte MSA
- **Bruton Smith Blvd** — ~3 miles to Charlotte Motor Speedway
- **Concord Mills Blvd** — ~4 miles to Concord Mills Mall
- **Downtown Concord** — ~1.5 miles south
- **Charlotte Douglas Airport** — ~30 minutes via I-85

DINING & RETAIL

## FOOD & SERVICE CORRIDOR

The Hwy 29 corridor is home to a dense concentration of national and regional food service, retail, and service businesses. The subject property's former use as a family restaurant demonstrates the corridor's proven track record for food & beverage concepts.

### FAST FOOD / QSR

WITHIN 1 MILE

McDonald's, Burger King, Wendy's, Chick-fil-A, and multiple other QSR brands within immediate proximity.

### GAS & CONVENIENCE

WITHIN 0.5 MILES

Multiple fuel and convenience retailers serving the high-traffic Hwy 29 corridor.

### BANKING & FINANCE

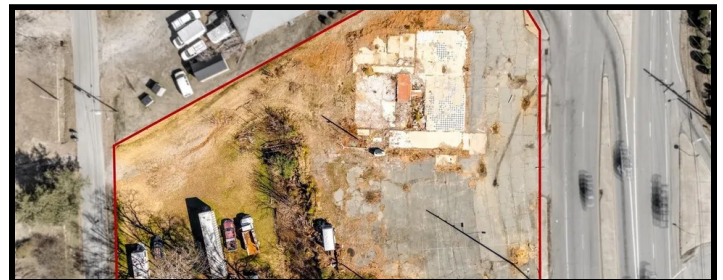
WITHIN 1 MILE

Multiple national bank branches along the corridor, supporting the dense commercial activity in the area.

### HEALTHCARE SERVICES

WITHIN 2 MILES

Atrium Health facilities and multiple urgent care and medical office locations within a short drive.



The combination of high daily traffic, established commercial neighbors, and proximity to major regional demand drivers positions the subject property as a **premier development site** on one of Concord's most active commercial corridors.



921 Concord Pkwy N