

DEVELOPMENT OPPORTUNITY

0 WEST MORGANTON ROAD

SOUTHERN PINES, NC 28387

MORGANTON PARK NORTH
MEDICAL CAMPUS

BRUCEWOOD RD

WMORGANTON RD

±2.45 ACRES

ASCEND MORGANTON PARK
300 APARTMENTS

HUNTER STEWART, SIOR, MBA

Vice President, Principal
hstewart@lee-associates.com
D 919.576.2507
C 919.548.3172

JONATHON HARRISS

Broker
jharriss@lee-associates.com
D 919.591.2278
C 980.226.6738

AIMEE GIBBS, J.D.

Broker
agibbs@lee-associates.com
D 919.591.2267
C 919.548.9649



**LEE &
ASSOCIATES**

COMMERCIAL REAL ESTATE SERVICES
RALEIGH • DURHAM • WILMINGTON

TOTAL ACRES

±2.45

TRAFFIC COUNTS

20,500+ VPD

ZONED

PD with approved Conceptual Development Plan

USES

Retail/Restaurant/Office

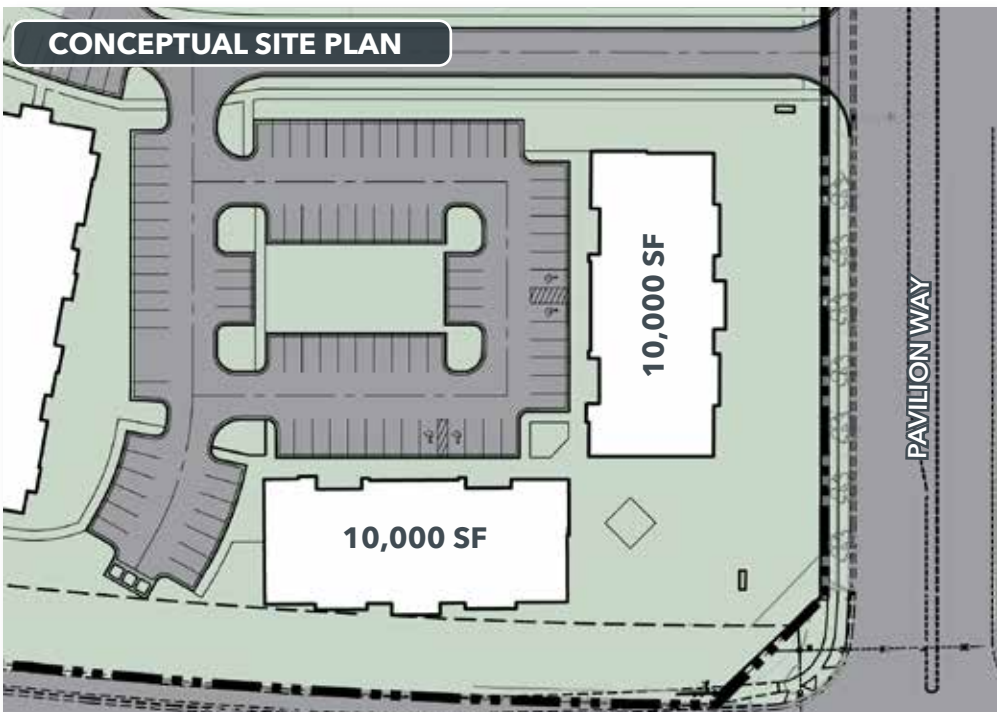
PROPERTY DESCRIPTION

Positioned at a signalized hard corner along W. Morganton Road, this ±2.45-acre pad-ready site offers a premier opportunity within one of Southern Pines' fastest-growing commercial corridors. Surrounded by dense residential growth and established retail anchors, the property provides exceptional visibility and access to a strong, built-in customer base. With zoning and planning guidance supporting elevated, design-forward uses, the site is particularly well-suited for retail and office with potential for specific medical uses. The site is approved for up to 20,000 square feet (two buildings) with a current height limitation of 45'. In addition to retail and office, the area continues to show strong demand for hospitality uses, offering potential upside through a Special Use Permit.



HIGHLIGHTS

- ±2.45-acre pad-ready outparcel
- Signalized hard corner with high visibility and accessibility
- 20,500+ VPD along W. Morganton Road
- Located within Morganton Park North mixed-use development
- Town-supported vision for high-quality, vertical development (2-story encouraged)
- Ideal for boutique retail and restaurants or marquee position for corporate office location
- Adjacent to Morganton Park South (Target, Golf Galaxy, national retailers)
- Immediate proximity to 300+ multifamily units and growing residential base
- Part of a 116+ acre master-planned mixed-use community
- Existing stormwater pond
- Strong tourism and destination demand from Southern Pines & Pinehurst market



OPTION 1: BY-RIGHT DEVELOPMENT (FASTEST PATH)

- Eligible to proceed directly to Site Plan approval process
- Allows:
 - » Up to 20,000 SF total development
 - » Two buildings with retail, restaurant, office, and limited medical uses
- Key development parameters:
 - » Maximum height: 45 feet
 - » Parking cap: 120 spaces
- Must remain consistent with previously approved PDP and CDP
- All construction subject to Town of Southern Pines Unified Development Ordinance (UDO) architectural standards

OPTION 2: AMEND PRELIMINARY DEVELOPMENT PLAN (PDP)

- Required to:
 - » Introduce hotel use, and/or
 - » Modify height or other key development parameters
- Process includes:
 - » Evidentiary Hearing demonstrating compliance with the CDP
 - » Review for consistency with the Town's Comprehensive Plan
- Estimated timeline:
 - » Approximately 2 months
- Town Staff support contingent on:
 - » Appropriate land use
 - » Strong alignment with CDP and overall design intent

SUPPLEMENTAL INFORMATION

**DECISION OF THE BOARD
CASE: PD-10-22**

**PRELIMINARY
DEVELOPMENT PLAN**

DEMAND DRIVERS



USGA HQ & GOLF HOUSE

The USGA Headquarters and Golf House in Pinehurst serve as the national hub for the United States Golf Association, anchoring the organization's expanded presence in the region. This state-of-the-art campus reinforces Pinehurst's status as the "Home of American Golf," drawing industry professionals, events, and visitors while supporting long-term economic and tourism growth.



PINEHURST RESORT

Pinehurst Resort is a world-renowned golf and leisure destination, home to multiple championship courses including the iconic Pinehurst No. 2. Drawing visitors from across the country and internationally, the resort anchors the area's tourism economy and enhances its reputation as a premier destination for golf, hospitality, and upscale recreation.



FORT BRAGG

Fort Bragg, one of the largest military installations in the world, serves as a major hub for the U.S. Army and Special Operations Forces. Its substantial population of active-duty personnel, civilian employees, and visiting units drives consistent economic activity, supporting regional growth and demand across housing, retail, hospitality, and services.



US OPEN

The U.S. Open at Pinehurst is a premier championship event that brings national and international attention to the region. Hosted at the renowned Pinehurst No. 2 course, it drives significant tourism and economic impact, including an estimated \$200-\$250 million locally in 2024. With the U.S. Open set to return to Pinehurst in 2029, the area continues to reinforce its reputation as a world-class golf destination and a consistent draw for visitors, investment, and global visibility.



COUNTRY CLUB OF NORTH CAROLINA

The Country Club of North Carolina is a premier private club in Pinehurst, recognized for its two nationally acclaimed golf courses and high-end residential community. Known for its exclusivity and amenities, it attracts affluent residents and visitors, contributing to the area's reputation as a top-tier destination for leisure, lifestyle, and luxury living.



MOORE REGIONAL HOSPITAL

Moore Regional Hospital, part of FirstHealth of the Carolinas, is a leading healthcare provider serving a broad multi-county region in central North Carolina. As a major referral center with a strong reputation for quality care, it anchors the area's medical community and supports continued population growth and demand for healthcare-related services.



CAROLINA CORE

The Carolina Core is a transformative economic development initiative spanning central NC, connecting key markets from Greensboro to Fayetteville. Fueled by major investments in advanced manufacturing, logistics, and infrastructure, the region is attracting significant job growth and population influx, positioning it as one of the state's most dynamic corridors for long-term commercial and economic expansion.



MORGANTON PARK NORTH MEDICAL CAMPUS

Located within Morganton Park in Southern Pines less than 1/2 mile from US 1, this medical campus totals approximately 100,000 SF and is anchored by leading providers such as FirstHealth, Pinehurst Surgical Clinic, and Pinehurst Medical Clinic, the campus offers a highly connected, synergistic healthcare environment.

AREA AMENITIES



AREA AMENITIES

PINECREST PLAZA | 300,000 SF



ASCEND MORGANTON PARK
300 Multifamily Units

THE LEGENDS AT
MORGANTON PARK
288 Multifamily Units

±2.45 ACRES

W MORGANTON RD
20,500 VPD

BRUCEWOOD RD

NEARBY DEVELOPMENTS



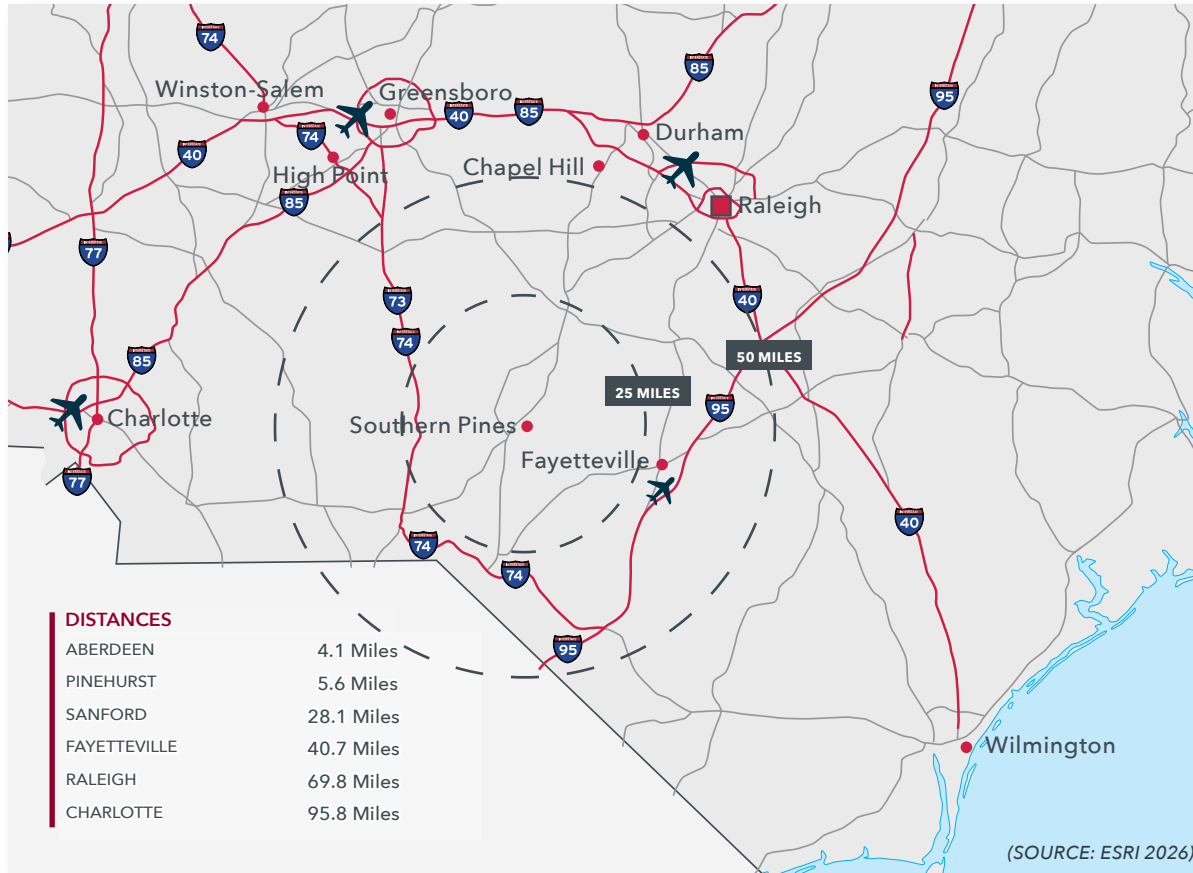


Moore County is a regional retail hub; local stores and shops attract residents, tourists and shoppers from the surrounding area. Retail Trade is our third largest industry sector, with taxable sales totaling over **\$2.46 billion in fiscal year 2024** (NC Department of Revenue).

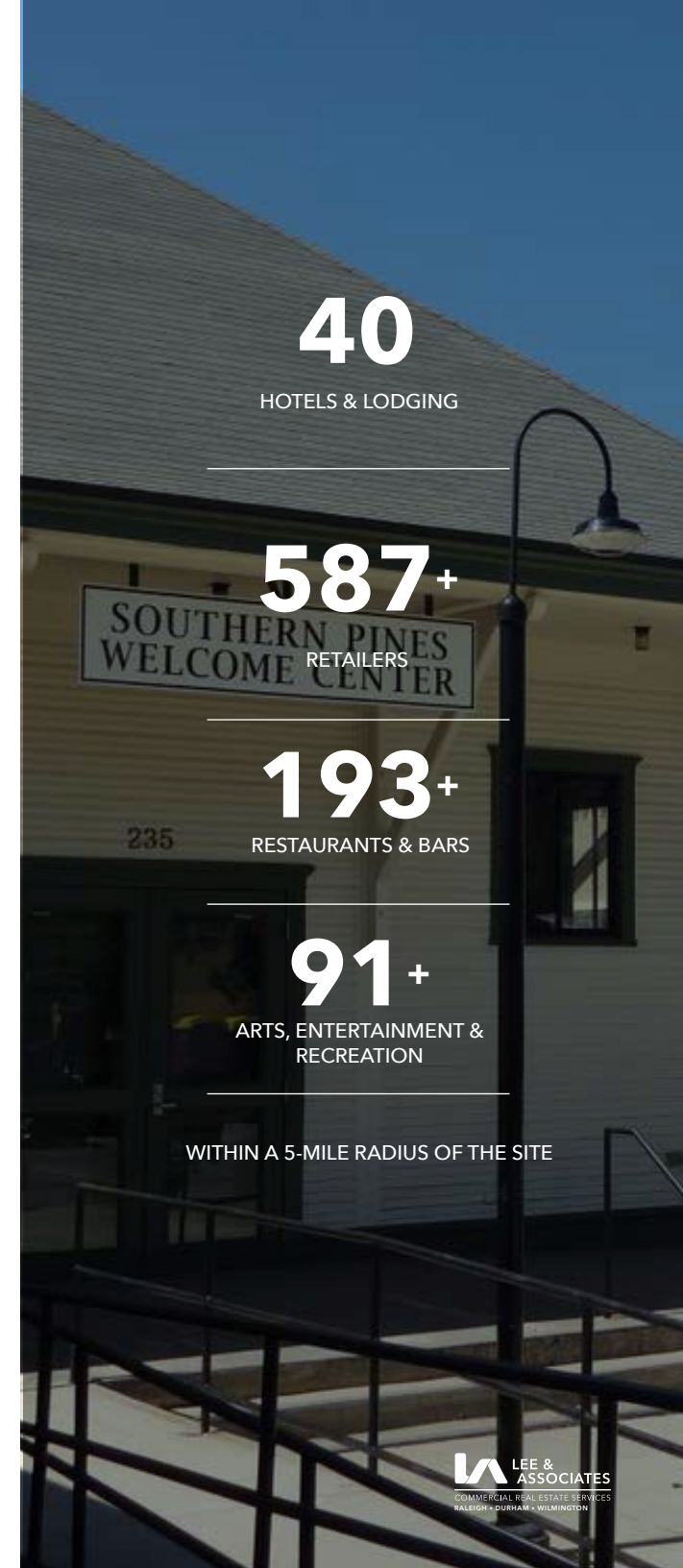
The walkable downtowns of our quaint and charming communities contain an abundance of unique restaurants featuring locally-grown ingredients and one-of-a-kind boutique shops. Local businesses inspire a strong culture of "shopping local," often using the hashtag #togetherwearemoore. Moore County's communities also offer several major retailers typically found in larger metropolitan areas.

Source: Moore County Economic Development

DEMOGRAPHICS



	1 Mile	3 Miles	5 Miles
Population (2025)	3,784	25,707	51,656
2030 Projected Population	4,576	28,060	55,246
Daytime Population	7,864	32,239	61,261
Median Age	42.2	46.8	46.4
Avg. Household Income	\$112,481	\$124,932	\$123,265
Median Home Value	\$491,837	\$451,692	\$439,802



40
HOTELS & LODGING

587+
RETAILERS

193+
RESTAURANTS & BARS

91+
ARTS, ENTERTAINMENT & RECREATION

WITHIN A 5-MILE RADIUS OF THE SITE

MOORE COUNTY OVERVIEW

Moore County, anchored by Southern Pines and Pinehurst, is one of North Carolina's most dynamic lifestyle and tourism-driven markets. Known as the "Home of American Golf," the area blends a nationally recognized resort destination with steady population growth, a strong healthcare presence, and a stable military influence.

The region benefits from a diverse economic base led by tourism, healthcare, and military activity. Pinehurst Resort and the USGA Golf House attract visitors from across the country, while major events like the U.S. Open continue to elevate national visibility and drive recurring demand.

Moore County consistently ranks among the top tourism markets in North Carolina, generating approximately \$860M in annual visitor spending and placing Top 10 statewide. The area draws 1.5 million+ visitors annually, supporting a strong retail, hospitality, and service economy.

Beyond tourism, the region is supported by major institutional anchors. FirstHealth Moore Regional Hospital serves as a key referral center for a multi-county region, while Fort Bragg—located approximately 30 miles away—contributes a population of more than 50,000 active military personnel, driving consistent economic activity and housing demand.

Moore County also benefits from its proximity to the Research Triangle, one of the fastest-growing regions in the Southeast, providing access to a highly educated workforce, major universities, and long-term economic expansion.

\$860M
Top 10 for Tourism
Expenditures
(Visit NC 2024)

1.5M
Annual Visitors

\$213M
Lodging Spending
Increased 5%
(2024)

40+
Golf Courses in a
20-Mile Radius

50K+
Active Military
(Fort Bragg)

402
Bed Regional Hospital
(FirstHealth Moore Regional)



MOORE COUNTY BY THE NUMBERS

\$860M

TOP 10 FOR TOURISM EXPENDITURES
MOORE COUNTY, NC
(VISIT NC - 2024)

\$95.7M

U.S.. OPEN
EXPENDITURES
(USGA 2024)

9.1K

HOTEL STAYS DURING
THE U.S.. OPEN
(2024)

\$213M

LODGING SPENDING
INCREASE OF 5%
(2024)

\$126M

RECREATION SPENDING
INCREASE OF 9.5%
(2024)

\$71.6M

RETAIL SPENDING
INCREASE OF 9.4%
(2024)

28K

VISITORS TO THE
USGA EXPERIENCE
(2025)

40+

GOLF COURSES IN THE
PINEHURST/SOUTHERN PINES
AREA

#1

BEST RATED GOLF COURSE IN
NC (PINEHURST NO 2)
(STATE GOLF PANEL 2026)

#1

THE SOUTH'S NO. 1 GOLF
DESTINATION (PINEHURST)
(SOUTHERN LIVING MAGAZINE 2026)



**LEE &
ASSOCIATES**

COMMERCIAL REAL ESTATE SERVICES
RALEIGH • DURHAM • WILMINGTON

CONTACT:

HUNTER STEWART, SIOR, MBA

Vice President, Principal
hstewart@lee-associates.com
D 919.576.2507
C 919.548.3172

JONATHON HARRISS

Broker
jharriss@lee-associates.com
D 919.591.2278
C 980.226.6738

AIMEE GIBBS, J.D.

Broker
agibbs@lee-associates.com
D 919.591.2267
C 919.548.9649