



**LOOKING
GLASS
REALTY**

WESTERN NORTH CAROLINA

**PRIME
DEVELOPMENT
OPPORTUNITY**



The One Not To Miss.



***A prime site
delivered to buyer
fully entitled for 30
modern townhomes.***

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

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.

280 S Broad St

Brevard, North Carolina 28712

Acreage: ±1.42 acres (3 tracts total)

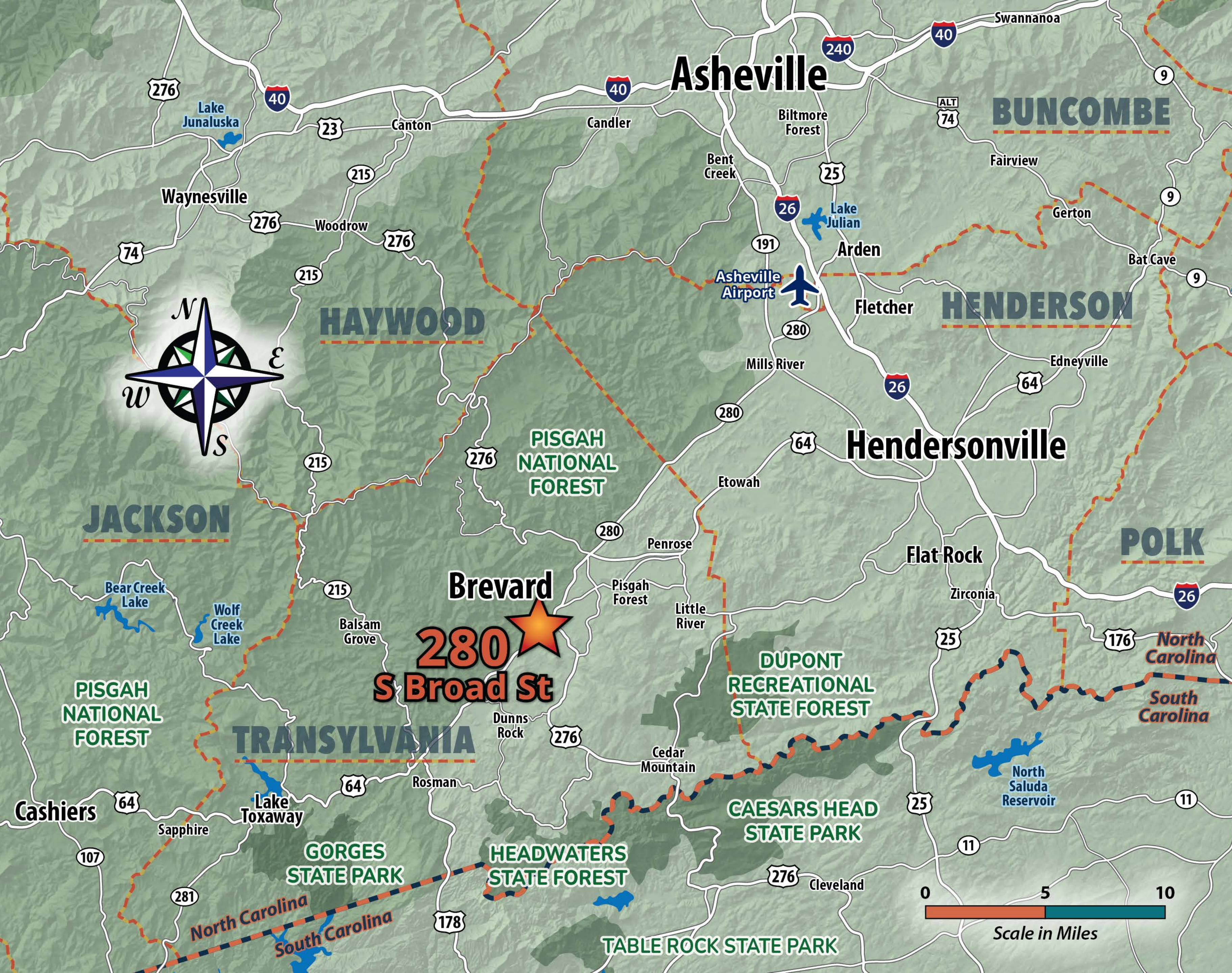
Location: Only 3 blocks from the center of downtown Brevard

Zoning: Mixed Use / DMX

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

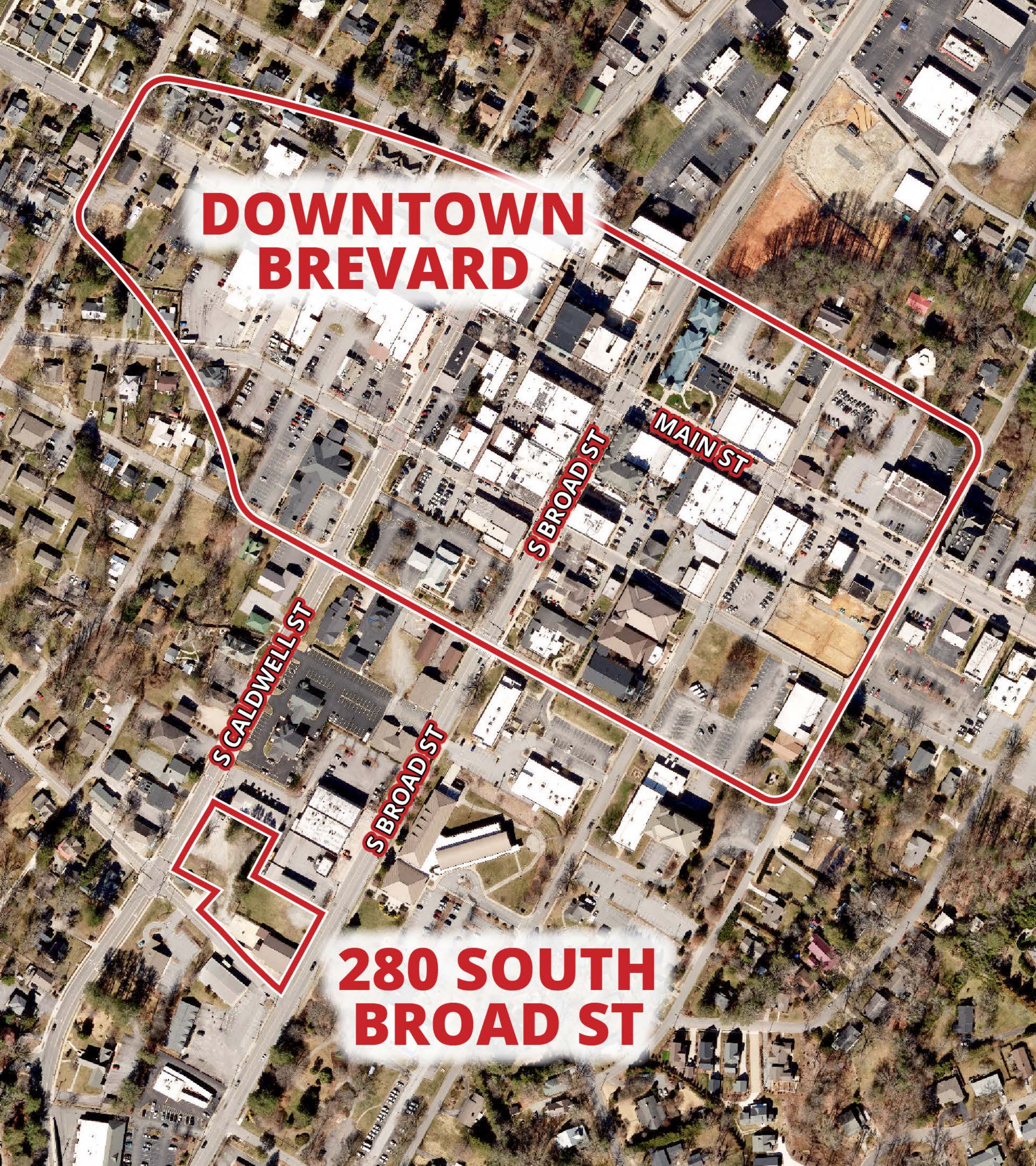
Investment Highlight: One of the largest contiguous mixed-use development parcels within walking distance of Brevard's downtown, offering multiple viable development paths and strong long-term upside.





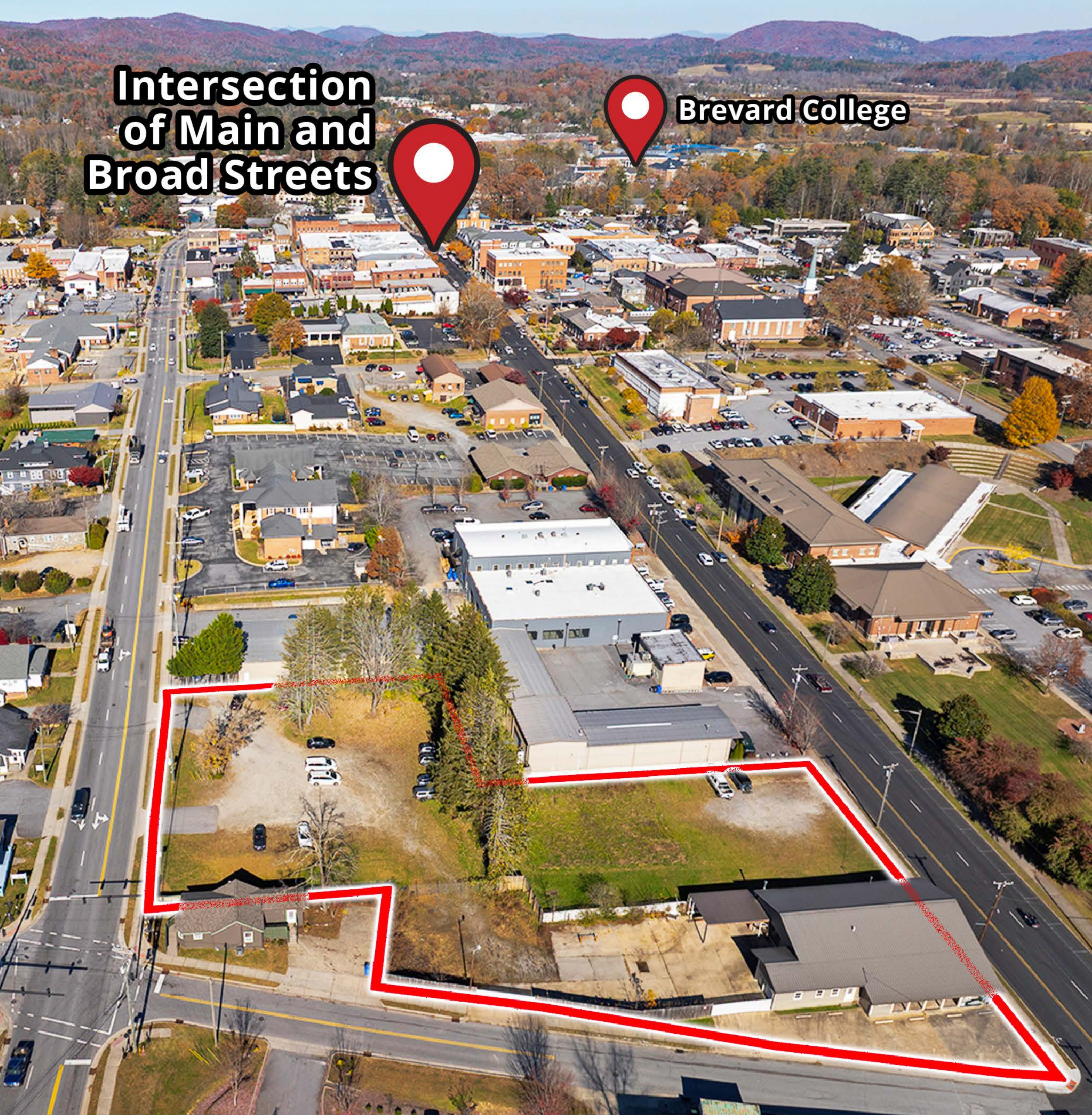
Drive time from 280 S Broad St to:

- 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



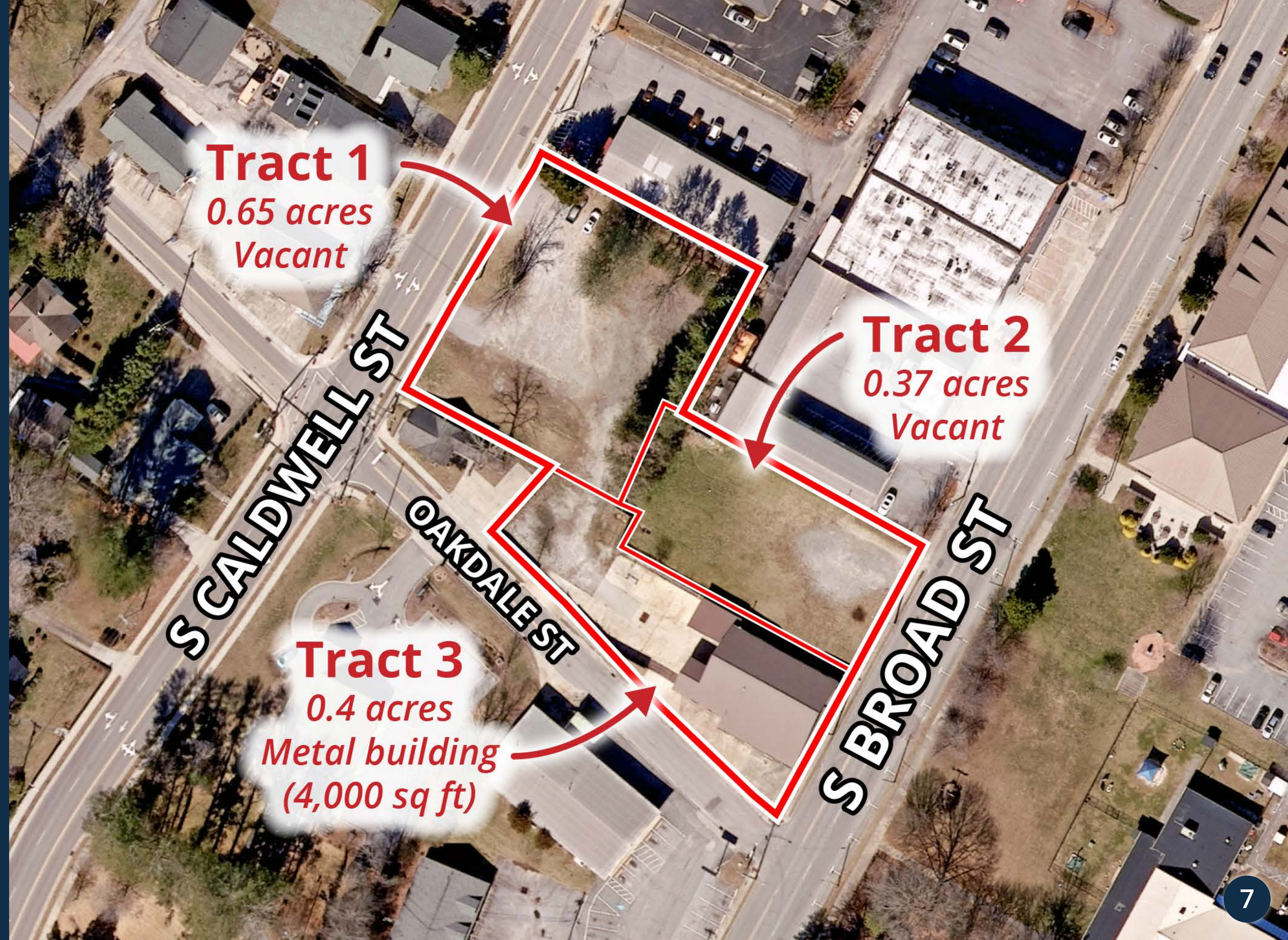
**Intersection
of Main and
Broad Streets**

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



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: Mixed Use**
– residential, retail, office, or hospitality permitted
- **Utilities: City water/ sewer, gas**
- **Density Potential:**
Up to 30 townhomes or combination of commercial and residential
- **Flexible options for multi-story mixed-use or medical development**



SCENARIO 1: TOWNHOME DEVELOPMENT

- Up to 30 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

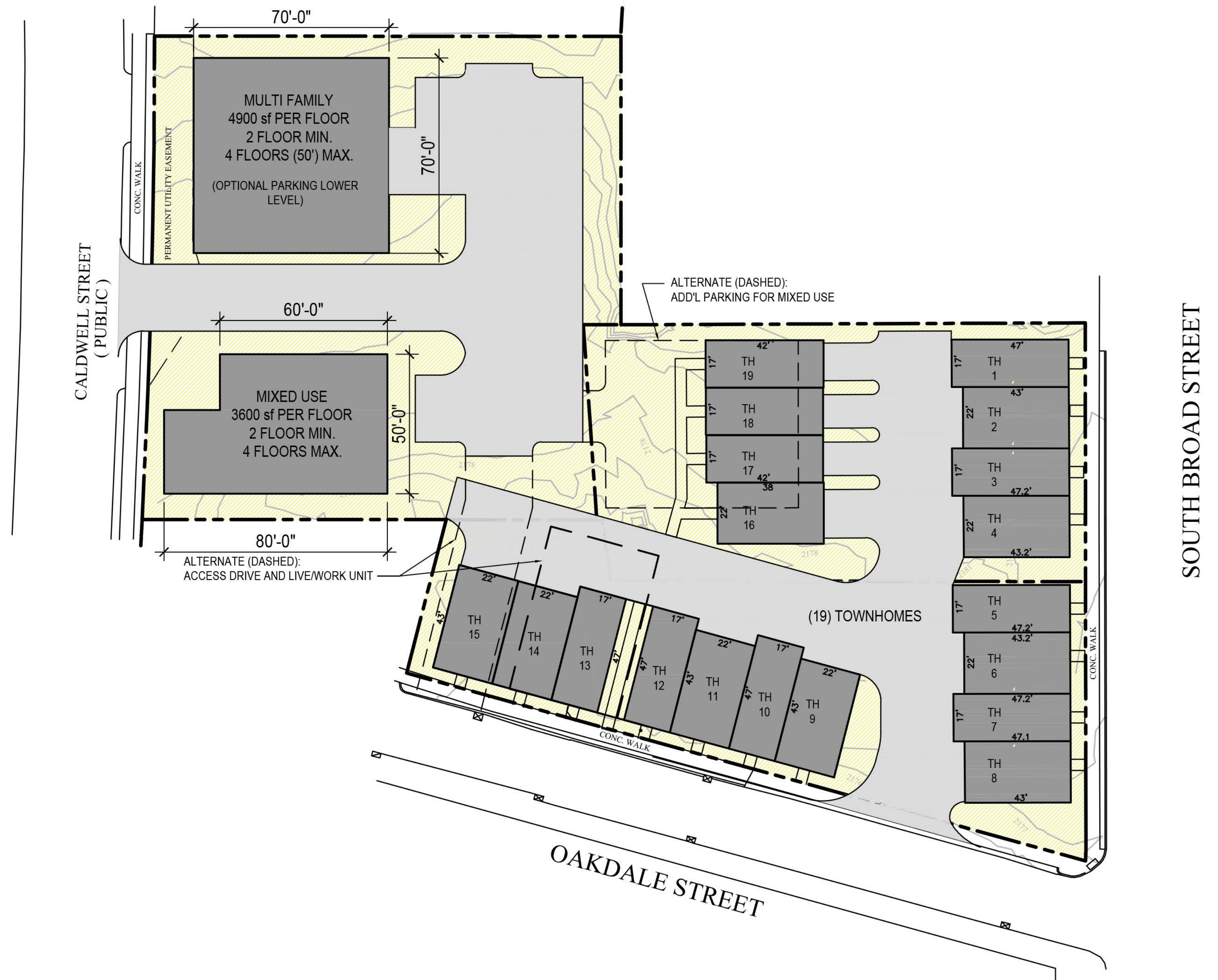
- Tract 1:
13 townhomes
- Tracts 2 & 3: Medical or
office campus, plus 3
additional townhomes
- Proximity to
Transylvania Regional
Hospital (2.5 miles)
- Growing demand
for outpatient,
dental, and specialty
offices in Brevard





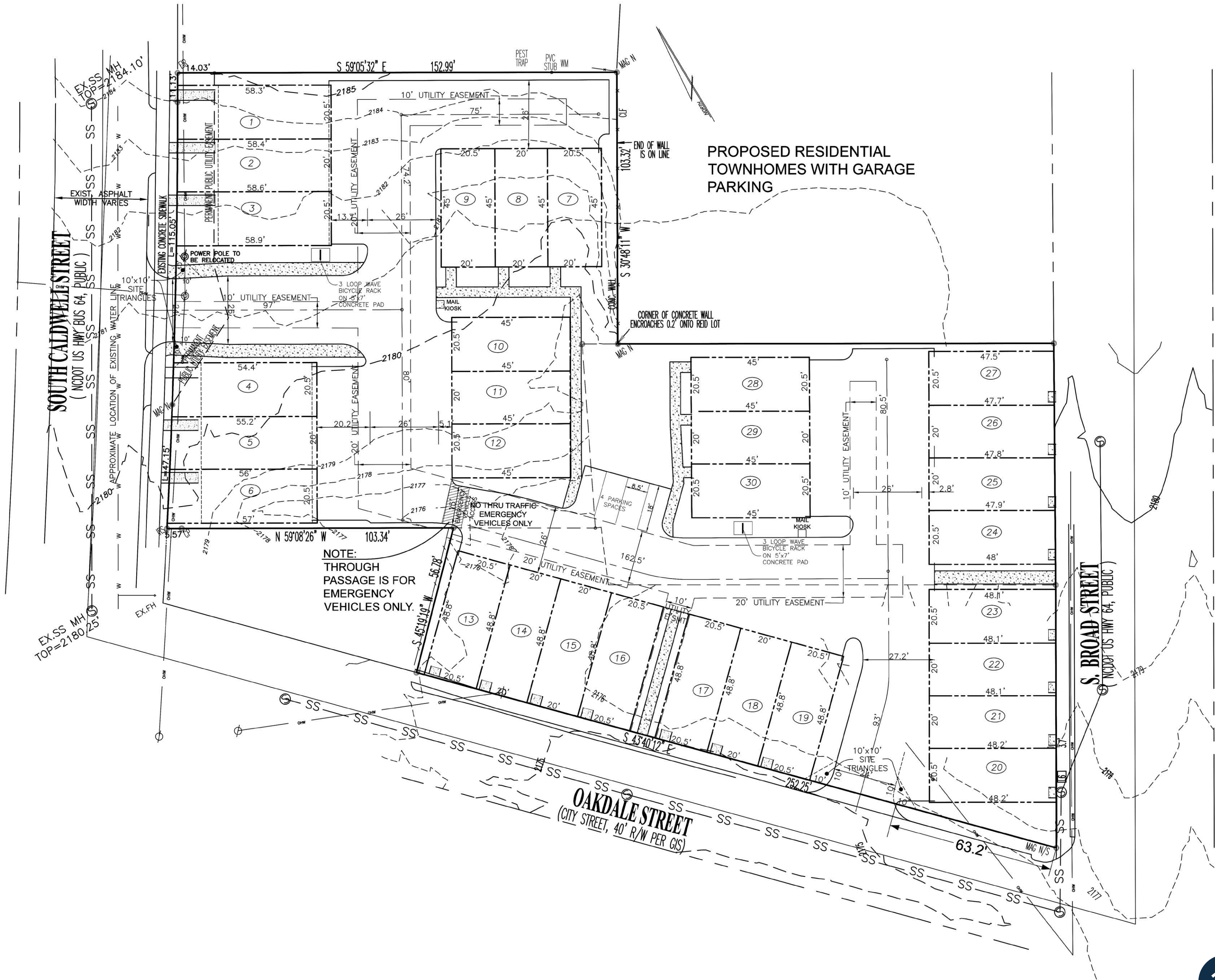
SCENARIO 3: TOWNHOMES + MIXED USE BUILDINGS

- 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



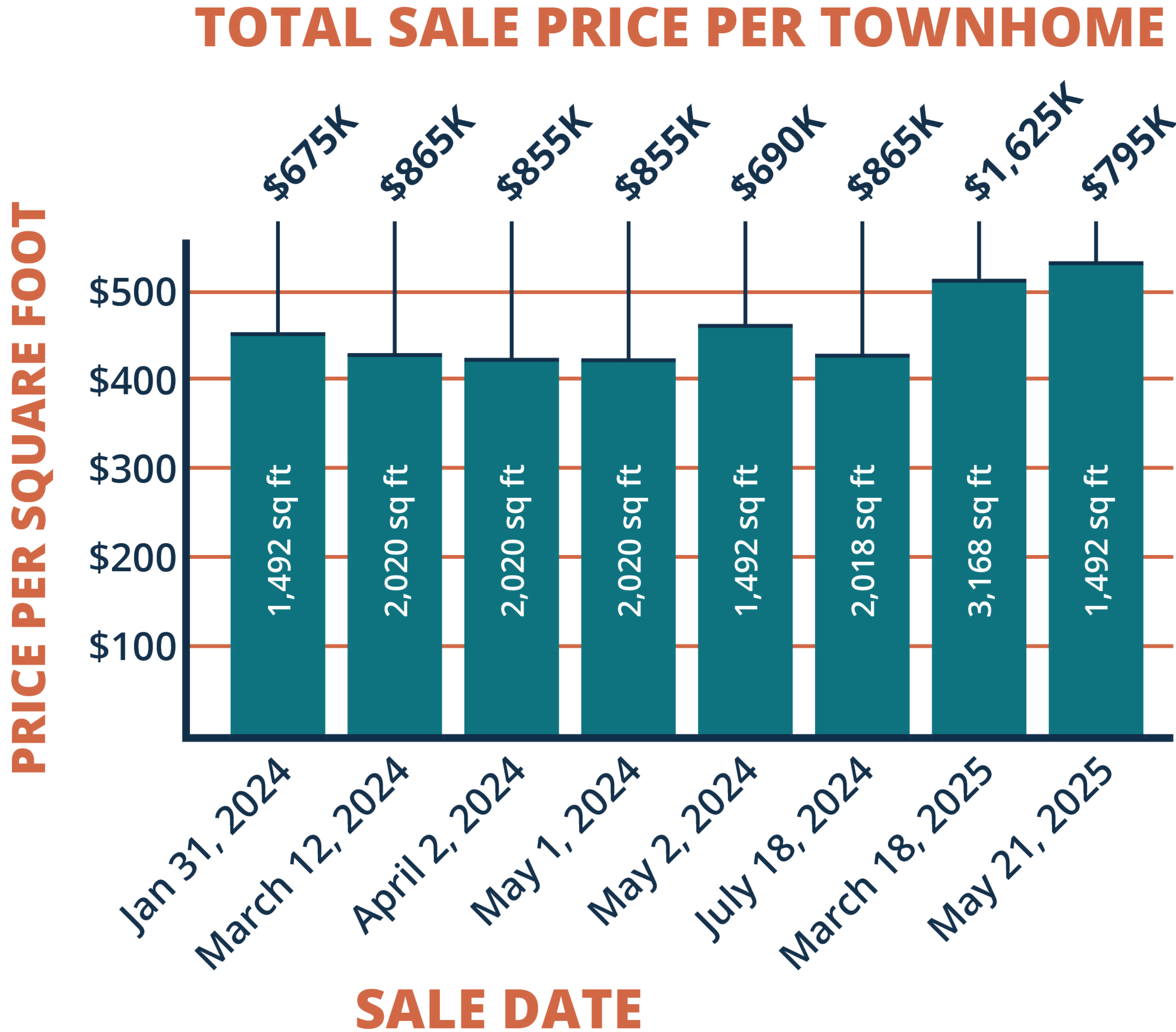
REDEVELOPMENT PRICING

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



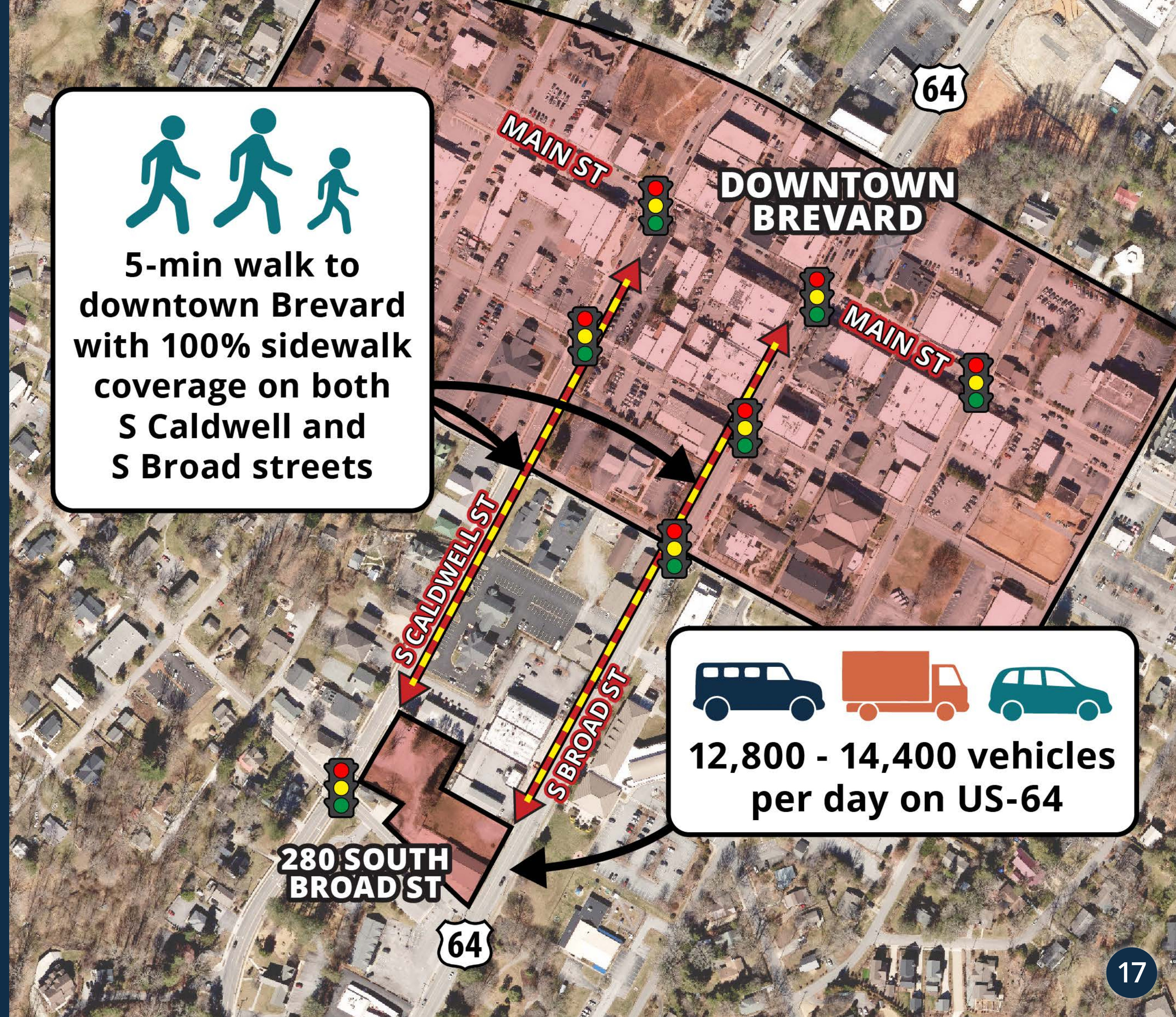
SALES COMPARABLES: JORDAN ST TOWNHOMES

- 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.



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



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

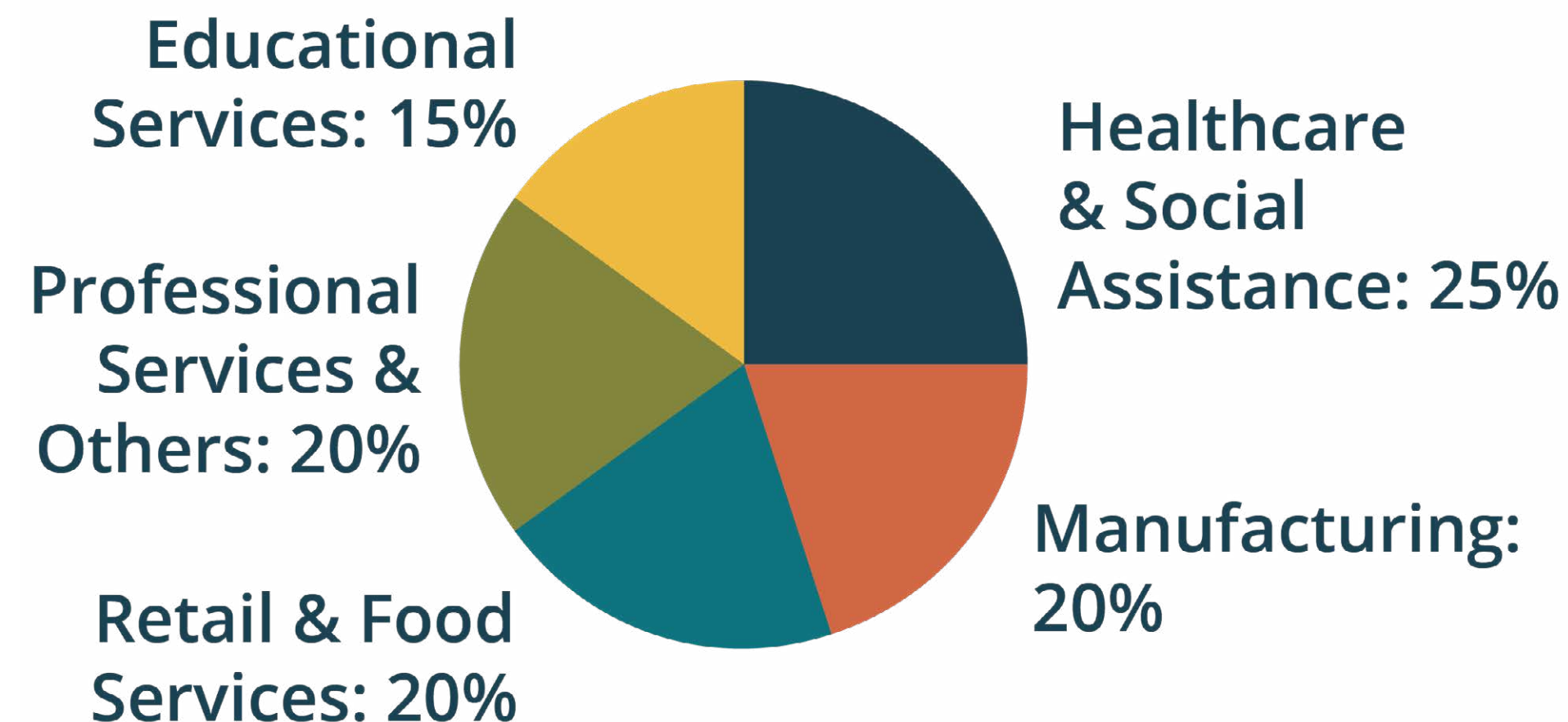


TOURISM STATS

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



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