

±5.07 ACRE REDEVELOPMENT SITE



2010 US HWY 301 S
Wilson, NC 27893

SALE INFORMATION

| | |
|----------------|---|
| Acreage: | ±5.07 acres |
| Location: | Wilson, Wilson County, NC |
| Zoning: | LI - Light Industrial |
| Proposed Use: | Retail/Commercial Site; rezoning required |
| Frontage: | US Hwy 301 S with 17,000 AADT |
| Parcel Number: | 3711-72-9609 |
| Price: | Contact Broker |
| Description: | <p>Located along US Hwy 301 S by the intersection of Goldsboro Street, this site is just minutes from downtown Wilson's most transformative new developments. Centro at Pine-Nash, which is now open with new apartments and active street-level retail, has brought fresh energy to the district. Just blocks away, the \$64M+ WiSE Stadium and Sports & Entertainment District are due to deliver in 2026 and set to attract steady foot traffic and regional visitors year-round.</p> <p>Wilson sits at the heart of North Carolina's growing BioPharma Crescent, a five-county region emerging as a hub for advanced manufacturing and life sciences. Johnson & Johnson recently committed to a \$2 billion investment in Wilson, expected to bring 420 new jobs to the area.</p> <p>With strong visibility, direct access and a growing demand all around it, this site offers practical potential in a community on the rise.</p> |



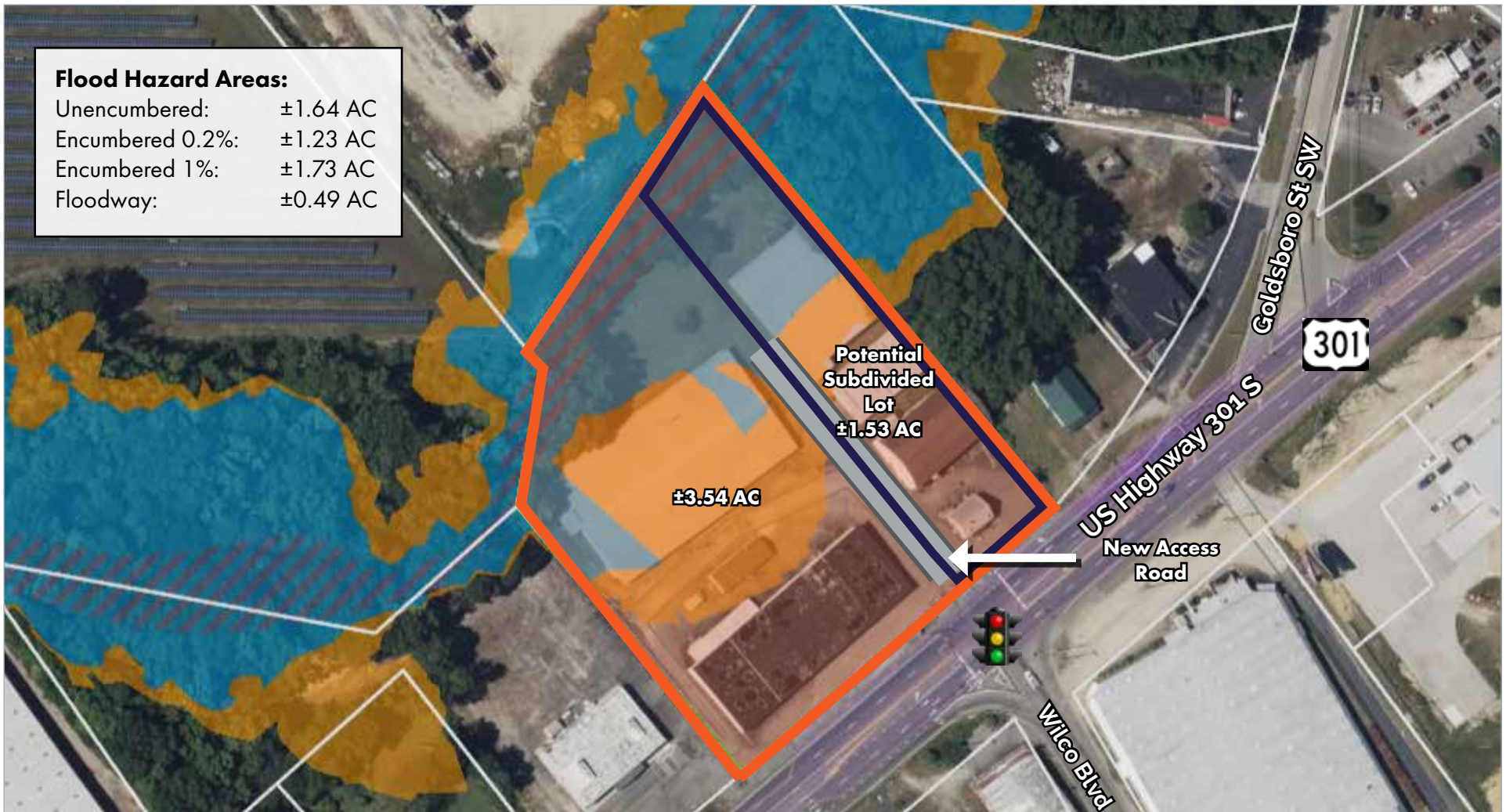
NEARBY ATTRACTIONS

- Wilson Botanical Gardens
- Wilson County Fairgrounds
- Parker's BBQ
- Pine-Nash Street District
- Wilson Square Shopping Center
- Fleming Stadium

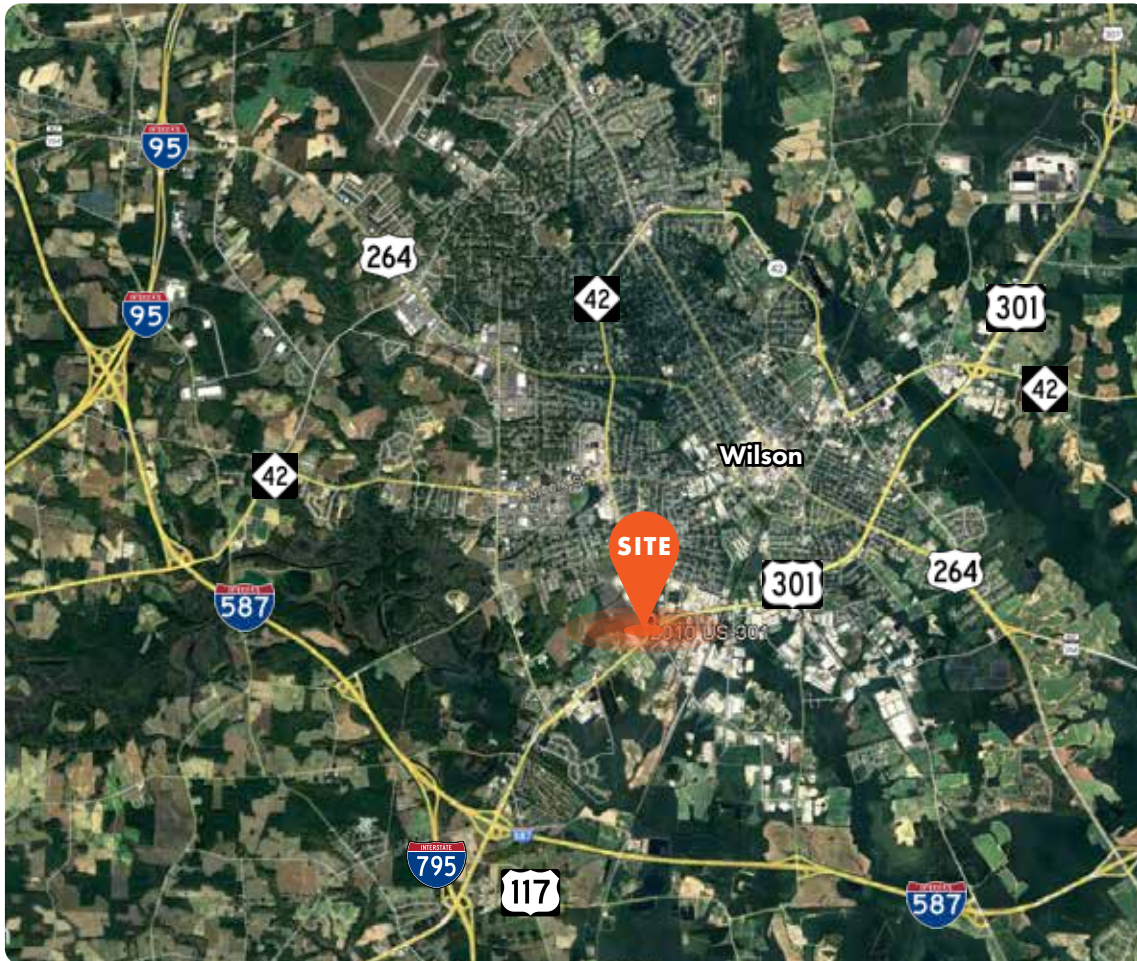
DISCLAIMER: No warranty or representation, express or implied, is made to the accuracy of the information contained herein, and same is submitted subject to errors, omissions, change of price, rental or other conditions, withdrawal without notice, and to any special listing conditions imposed by principals.



Parcel Information



Location Map



LINKS

- [City of Wilson Development Services](#)
- [City of Wilson Land Development](#)
- [City of Wilson Permits](#)
- [Public Transportation](#)
- [Chamber of Commerce](#)

EASE OF ACCESS

| | |
|------------------|-----------|
| US Hwy 301 S | 0 miles |
| I-587/US Hwy 264 | 2.2 miles |
| I-95 | 7.3 miles |

| | 1-Mile | 2-Mile | 5-Mile |
|--------------------|----------|----------|----------|
| Population | 3,358 | 27,547 | 47,629 |
| Average HH Income | \$56,177 | \$61,177 | \$72,791 |
| Median Age | 41.6 | 42.0 | 39.0 |
| Daytime Population | 4,147 | 39,185 | 59,277 |
| Workers | 1,968 | 22,027 | 31,557 |
| Residents | 2,179 | 17,158 | 27,720 |



Conceptual Layout



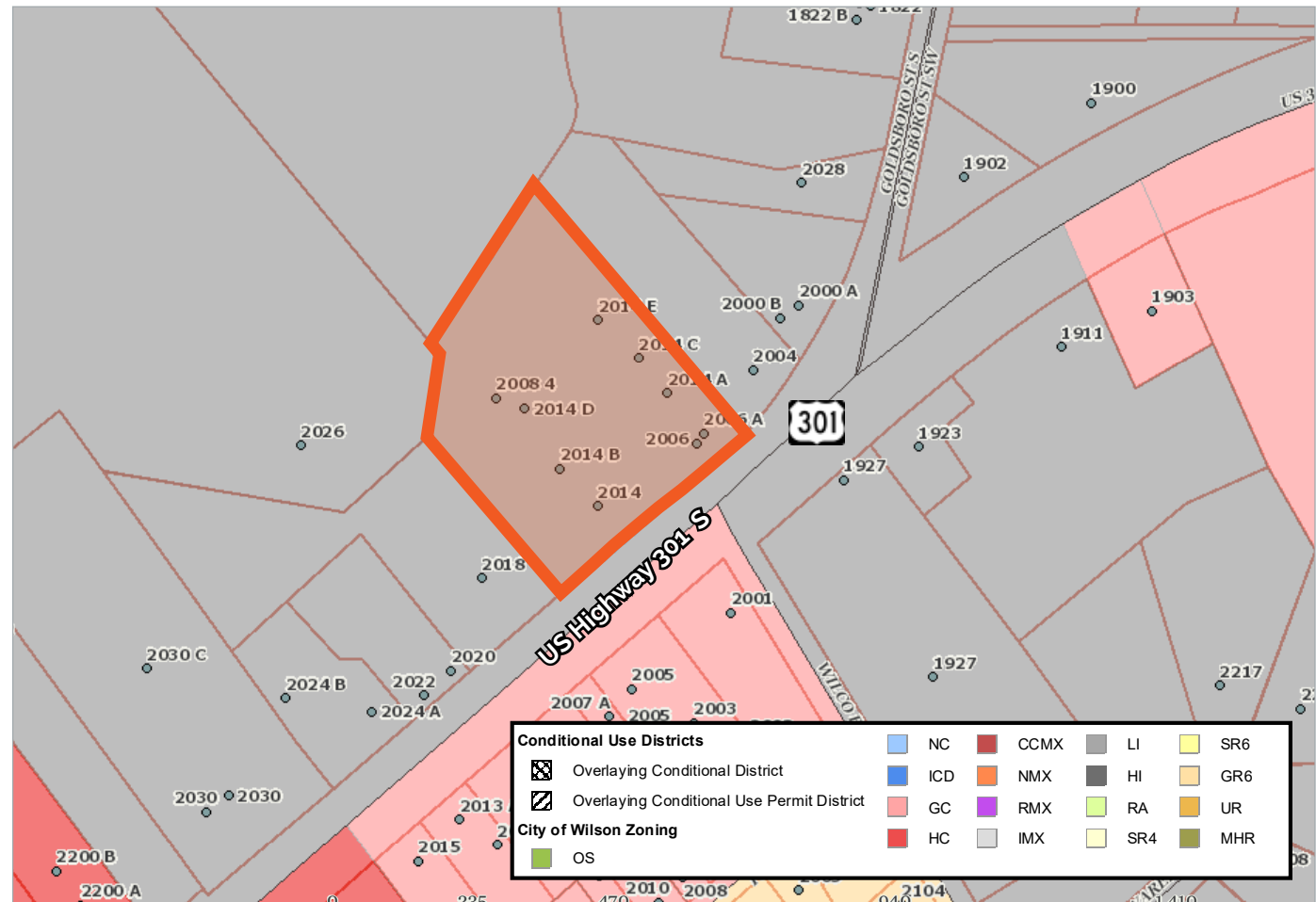
Aerial Photos



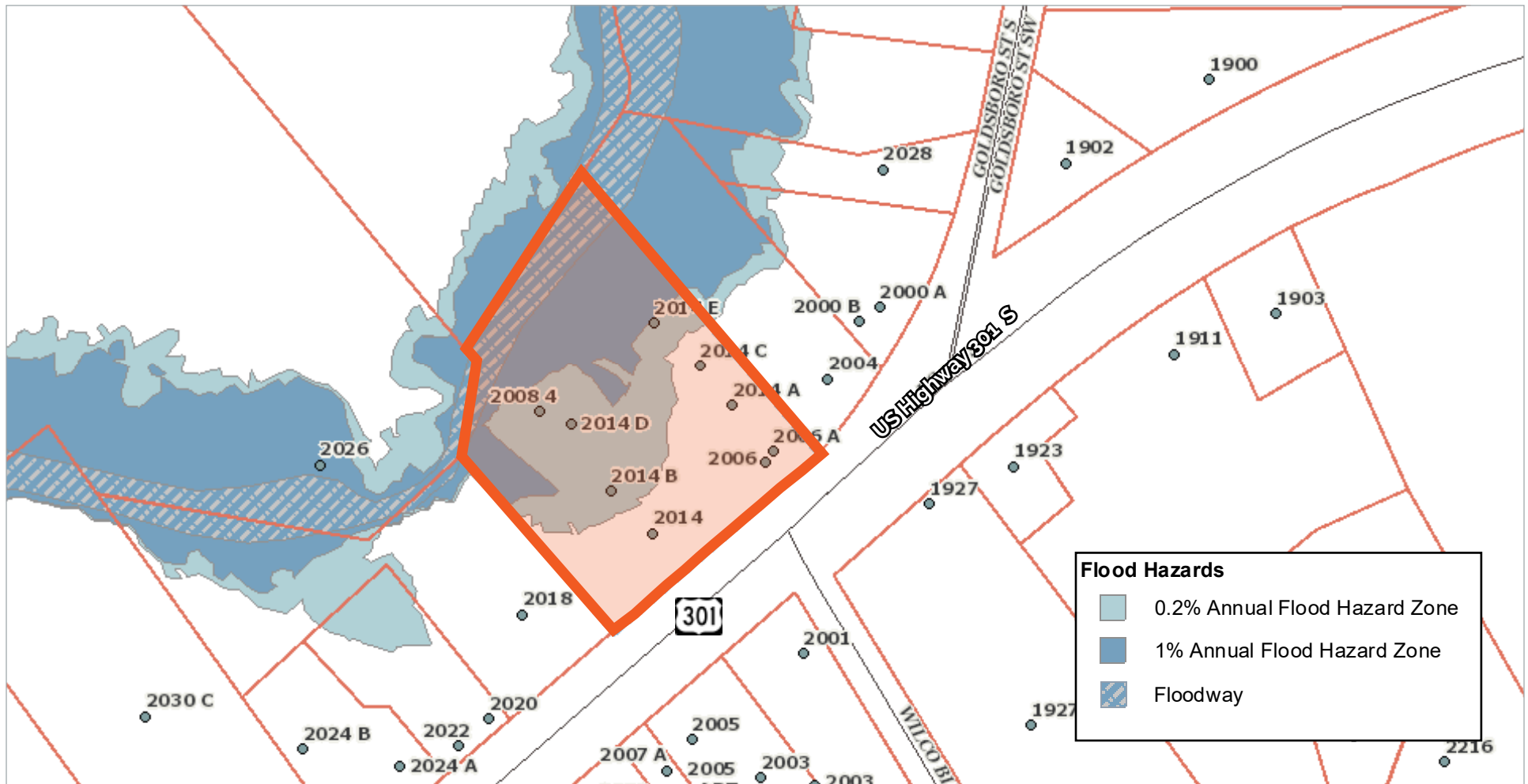
Zoning Map

LI - Light Industrial

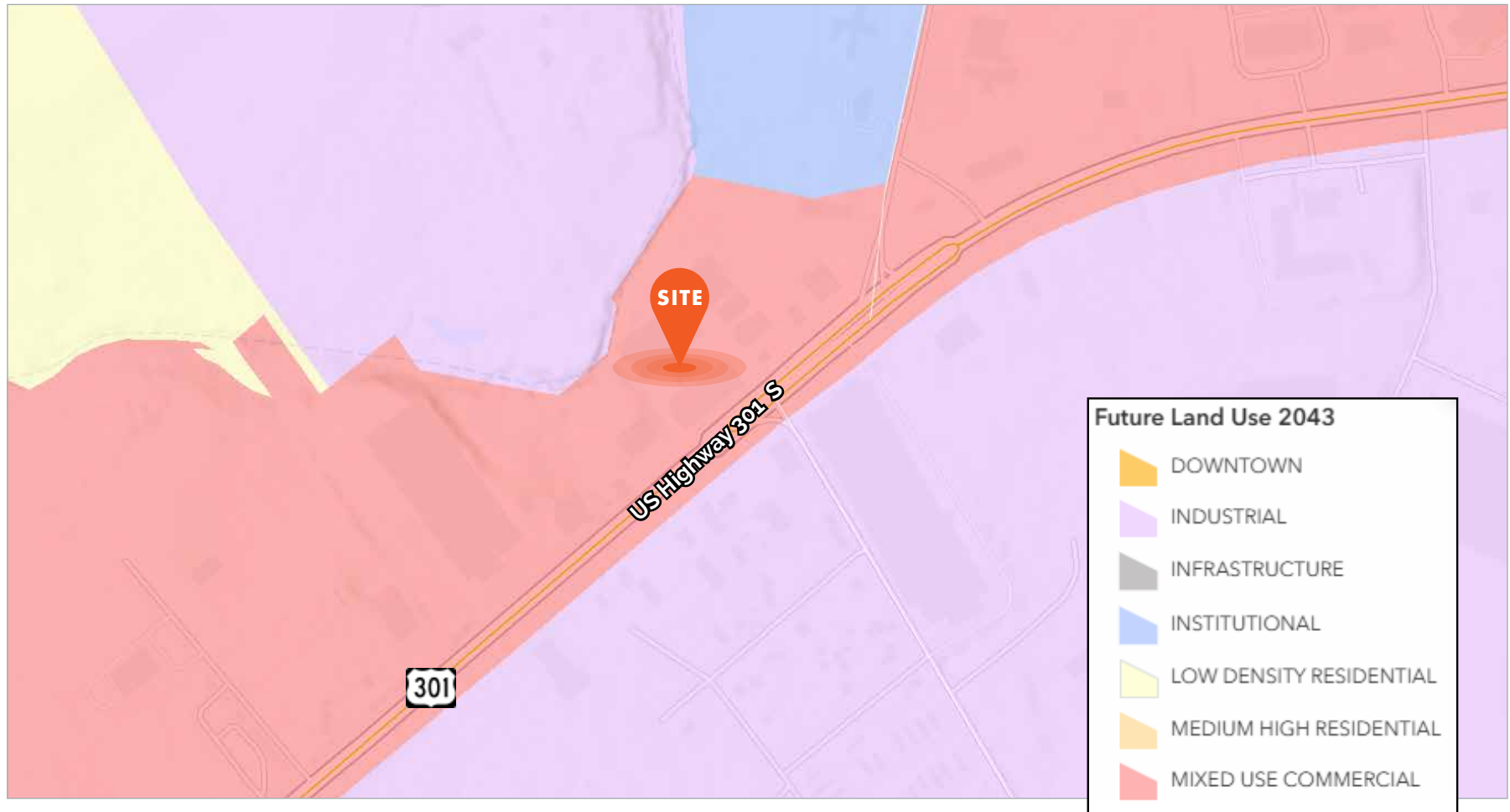
The Light Industrial District is established for activities that can be operated in a relatively clean and quiet manner, and which will not be obnoxious to adjacent residential or business districts. This includes warehousing and wholesaling activities with limited contact with the general public. It is designed to prohibit most heavy industry, which should be properly segregated, and to prohibit any other use which would substantially interfere with the development of industrial establishments in the district. Limited opportunities for retail sales and services are also provided.



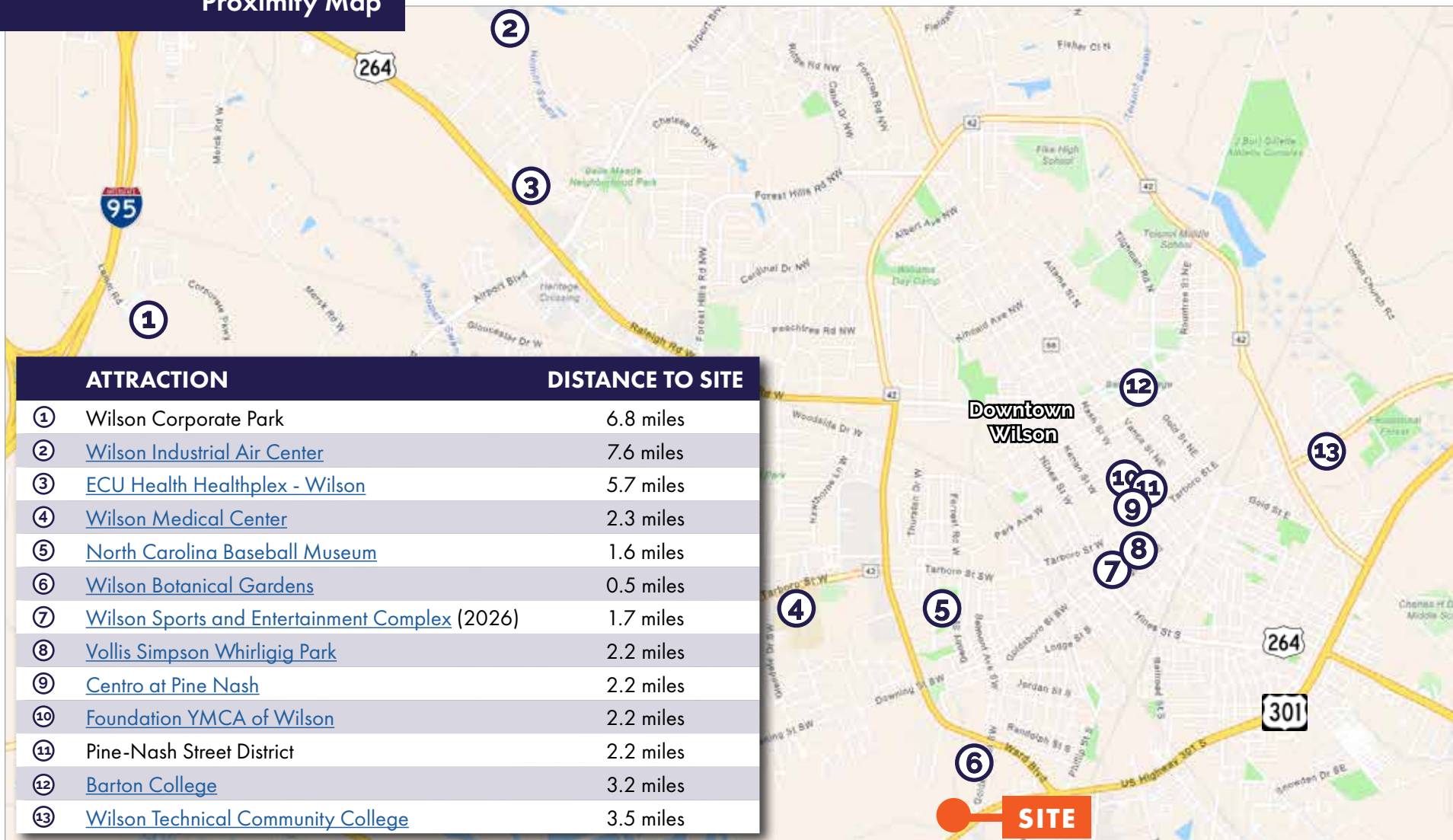
Flood Area Map



Future Land Use



Proximity Map



Major New Developments



Completed in 2024, [Centro at Pine-Nash](#) is a five-story, \$60 million mixed-use development located at the intersection of Pine Street and Nash Street in downtown Wilson, on the former BB&T Towers site. The project includes 240 upscale studio, one- and two-bedroom apartments, along with approximately 10,000 square feet of ground-floor retail space aimed at energizing the street with dining and shopping options. As a cornerstone of Wilson’s broader Pine-Nash Street District master plan, which also features the new Foundation YMCA, a 700-space parking deck, and major streetscape upgrades, Centro at Pine Nash plays a vital role in driving downtown revitalization. As the first luxury apartment community in the city’s core, it brings a new standard of modern, urban-style living to Wilson.

[Wilson Sports + Entertainment Complex \(WiSE\)](#) is a transformative \$64 million development in downtown Wilson set to open in 2026. This state-of-the-art facility will serve as the home for the Wilson Warbirds, a Minor League Baseball team affiliated with the Milwaukee Brewers, formerly known as the Carolina Mudcats. Beyond baseball, WiSE is designed to host a variety of events, including concerts, festivals and community gatherings, making it a vibrant hub for entertainment and cultural activities in the region. The project is a collaboration between the City of Wilson and New South Ventures Wilson, LLC, which is investing an additional \$212 million to develop surrounding amenities such as a 100-bed hotel and multifamily housing.



BioPharma Crescent

The BioPharma Crescent is a fast-growing, premier biopharmaceutical manufacturing hub in eastern North Carolina, spanning Edgecombe, Johnston, Nash, Pitt, and Wilson counties. The region offers a powerful combination of shovel-ready industrial sites, abundant utilities, lower operational costs, and seamless access to major interstates, ports, and Research Triangle Park. With billions in recent investment, including major expansions by Novo Nordisk, Grifols, and Pfizer, as well as new facilities by Johnson & Johnson, SCHOTT Pharma, IDEXX, and Nipro, the BioPharma Crescent continues to attract large-scale pharmaceutical operations. Supported by a robust talent pipeline developed through premier programs at NC State's BTEC, NCCU's BRITE, ECU's Pharmaceutical Services Network, and local community colleges, the region offers a highly skilled workforce equipped to meet the evolving needs of the biopharmaceutical industry.



Source: [BioPharma Crescent](#)



WILSON COUNTY QUICK FACTS

Strategically located along I-95 and just minutes from I-40, Wilson County spans 374 square miles in the heart of Eastern North Carolina. With convenient access to major railways, highways, airports and seaports, Wilson County is never far from anything. It lies just 45 miles east of Raleigh and about 100 miles from the Atlantic Coast—placing it within easy reach of Raleigh-Durham International Airport and key ports in Wilmington, Morehead City and Norfolk.

Wilson County offers the perfect blend of affordability, reliable infrastructure, strong schools, quality healthcare and top-tier employers. It's no surprise that Site Selection Magazine ranked Wilson as the 9th highest Micropolitan area in the U.S. for new business.

At the heart of Wilson County is the growing and dynamic City of Wilson—its largest municipality—surrounded by a collection of smaller towns known for their charm, welcoming spirit, and strong sense of community. Whether you're drawn to the energy of city life or the tranquility of the countryside, Wilson County offers the best of both worlds, all within a short drive.

The county continues to thrive, with a robust agricultural economy generating over \$100 million in crop value each year. Additionally, Wilson County is home to more than 8,500 manufacturing jobs, reinforcing its role as a key player in North Carolina's economy.

As the population grows, so do the cultural, educational, and recreational opportunities. Residents take pride in the county's excellent schools, vibrant arts and cultural scene, and wide range of outdoor and leisure activities—making Wilson County a truly enriching place to call home.

Source: [Wilson County Government North Carolina](#)



US HWY 301 HIGHLIGHTS

- U.S. 301 remains a major alternative to I-95, channeling significant commuter, freight and tourism traffic through Wilson every day.
- Daily traffic counts exceed 19,500 vehicles.
- It connects Wilson to Fayetteville, Rocky Mount and the Virginia state line, serving both short-haul commuters and long-distance travelers.
- The area's infrastructure supports truck and trailer traffic.
- U.S. 301 offers unmatched frontage and signage potential to capture highway traffic.

