

#1 in Wilmington metro, #1 in North Carolina — ALEX Intelligence 2026

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Ogden leads all cities in median gross rent — ALEX Intelligence 2026

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THE DATA

\$2,867

Median Gross Rent (2024)

Ogden's median gross rent is \$2,867, the highest in the Wilmington metro and across North Carolina.

This figure reflects a deepening divide between high-end coastal communities and the broader regional housing landscape. Ogden's premium positioning is not accidental—it is rooted in limited land availability, elevated construction costs, and strong demand from remote professionals seeking coastal retreats with privacy and access to amenities. The data confirms that rental pricing in this zone is no longer a function of proximity to downtown, but of exclusivity and scarcity.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-10-wilmington-gross-rent-place-mkt>

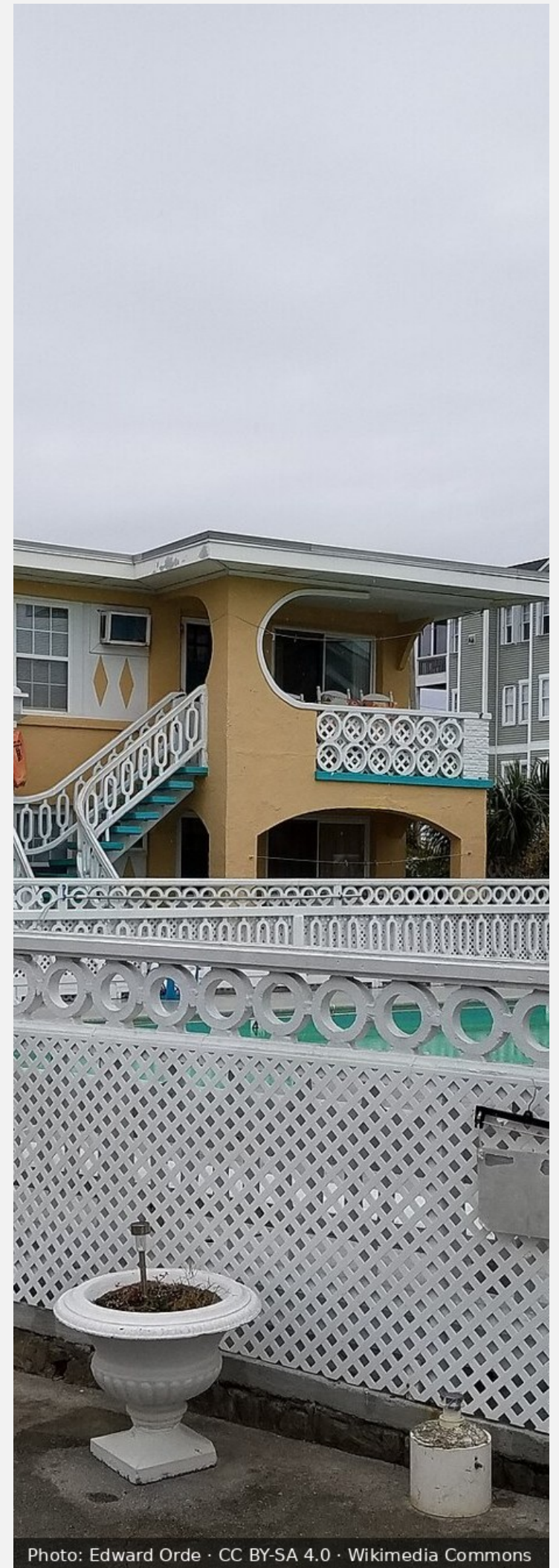


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01

Scarcity drives pricing, not just demand

The result is a market where the highest rents are not in the most central locations, but in areas where land is both scarce and legally protected from expansion. This is not a transient trend; it's structural. The next phase of housing policy in the Cape Fear region will be defined not by how much to build, but where and under what conditions.

02

Affordability is becoming a regional liability

As the city pushes forward with alternative CFM Bridge designs to improve access and emergency resilience, the question remains: who benefits from infrastructure gains? If new transportation capacity is paired with unaffordable housing, it risks entrenching inequality. The real challenge isn't building more roads—it's ensuring that new mobility options don't just serve the highest-income residents while excluding others.



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