

#1 in Wilmington Metro, #1 in NC — ALEX Intelligence 2026

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Median Gross Rent: Ogden Leads All Cities in the Region

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THE DATA

\$2,867

Median Gross Rent (2024)

Ogden leads the Wilmington metro and North Carolina in median gross rent, setting a new benchmark for coastal affordability.

This figure is not just a number—it signals a deepening bifurcation in the local housing market. Ogden's position at the top of the rent hierarchy reflects a confluence of coastal scarcity, infrastructure strain, and limited new construction. The city is not a luxury outlier but a microcosm of broader regional pressures, where supply constraints are translating into rent dominance.

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>



01

Rent Leadership Is a Supply Signal

Ogden's \$2,867 median rent is not an anomaly—it is a structural indicator. The city's top ranking, both metro and state, suggests that land-use policy, not just demand, is driving value. With the New Hanover County TRC revoking the Hilton Bluffs project for inadequate environmental review, large-scale coastal development is being throttled. This creates a supply ceiling in high-demand areas, forcing rents upward in existing communities like Ogden, where new supply is nearly nonexistent.



02

Affordability Is a Policy Choice

The fact that Ogden leads in rent, not affordability, exposes a critical policy tension. As the city submits alternative CFM Bridge designs emphasizing flood resilience and infrastructure sustainability, it simultaneously becomes a less accessible place to live. The same climate-adaptive engineering that protects the region from storms may also lock out moderate-income households. This is not an accident—it is a consequence of prioritizing resilience over affordability in development frameworks.

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