



OFFERING MEMORANDUM

28-Key Motel with ± 3.5 -Acre Redevelopment Upside

2833 E Palmetto St, Florence, SC 29506 | US-76 Corridor



LOCATION

2833 E Palmetto St, Florence, SC | US-76 corridor, 1 mile from Florence Regional Airport

28-Key Motel Opportunity

2833 E Palmetto St, Florence, SC 29506

28 TOTAL KEYS	TBD ASKING PRICE	Florence COUNTY	3.49 ACRES
Location Fronts US-76 (E Palmetto St), a primary Florence commercial corridor carrying 20,000+ vehicles per day. Adjacent to Florence Regional Airport	Site Scale 3.49 acres across 5 single-story buildings, 28 total keys. Flexible redevelopment or expansion potential. Restaurant on-site.	Demographics Within 5 miles: 44,702 population and \$47,886 median household income — density and income levels consistent with a stabilized secondary lodging market.	
Access Direct frontage and curb-cut access on US-76; visible from both approach directions. Sits on the corner of US-76 and Pine Court Circle.	Brand / Flag Status Independently operated; no franchise flag.	Upside 3.49-acre site is larger than the existing 3,012 SF/28-key footprint requires — supports renovation, rebrand, or partial redevelopment.	

Site & Building Details

Address	2833 E Palmetto St, Florence, SC 29506
Parcel / APN	90155-02-001
Site Area	3.49 AC
Year Built	1950
Renovated	2024 (interior renovation)
Construction Type	Masonry
Number of Buildings	5
Number of Stories	1

Total Keys	28
Room Mix	Diverse Room Mix (ADA Accessbile)
Parking Spaces	Self Parking
Amenities	Lobby, internet, parking, 24-hour reception
Utilities	Utilities available
Zoning	CMU (Commercial Mixed Use)
Flood Zone	Zone B/X — moderate flood hazard (between 100-yr and 500-yr flood limits)
Land Use (Assessed)	Motel

Location Overview

Florence is a dynamic economic node in South Carolina, anchored by healthcare, education, logistics, and manufacturing. The city is a major stopover along I-95, serving over 1.5 million annual visitors and generating \$1.17 billion in tourism-related spending in Florence County.

Key Demand Drivers

- Florence Regional Airport (> 1 mile) — regional and charter air service
- McLeod Regional Medical Center — one of the region's largest employers and a critical care referral center
- Francis Marion University & Florence-Darlington Technical College — student and faculty lodging demand
- Magnolia Mall & Florence Center — retail and event traffic
- Darlington Raceway — NASCAR and motorsports tourism
- Country Club of South Carolina — golf, weddings, and corporate events

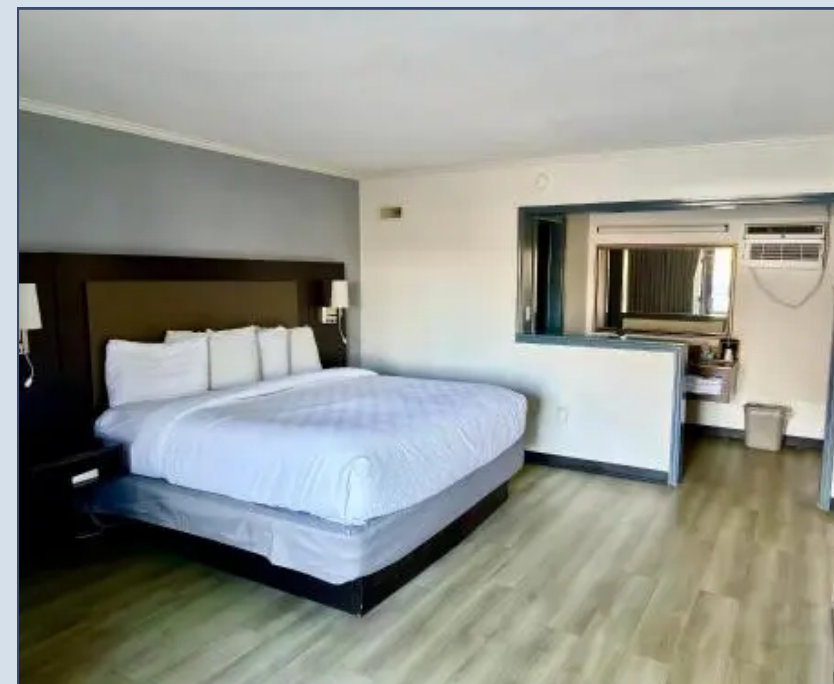
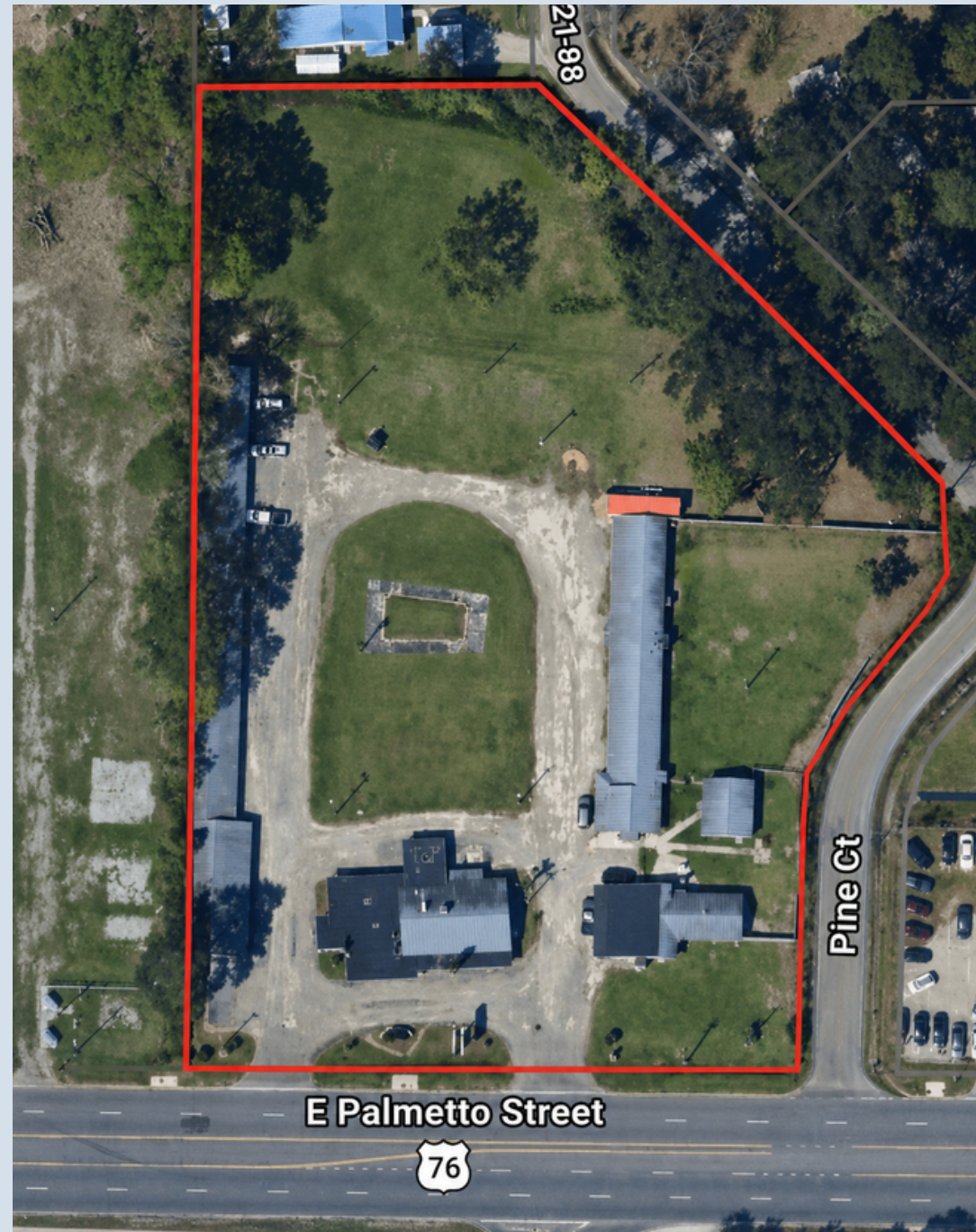
Corporate / Industrial Base

- GE Healthcare
- Otis Elevator Company
- Honda of South Carolina
- QVC Distribution Center

Demographics

- Florence MSA Population: ~200,000
- Median Age: 39.6
- Major industries: Healthcare, manufacturing, education, logistics

Site Plan & Photos



Contact Our Team



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