

ALLIGATOR ROAD

RESIDENTIAL DEVELOPMENT OPPORTUNITY

FOOD & RETAIL AREA AMENITIES

FOOD  LION

Walmart 

Publix 

 ALDI

 target

 Lowe's

POSTON REALTY

ALLIGATOR ROAD RESIDENTIAL DEVELOPMENT OPPORTUNITY

HEALTH & ENTERTAINMENT DEMAND DRIVERS

McLeod Health

 MUSC Health

 CVS pharmacy

Walgreens

 REGAL

 MAGNOLIA MALL

FLORENCE CENTER



10,200 VPD | Single-Family • Townhomes • Duplexes • Conditional Multifamily

1200 BLOCK OF ALLIGATOR ROAD • EFFINGHAM, SC 29541

TMS 00126-01-002 | ±92.2 ACRES SHOWN | NC-6.3 RESIDENTIAL ZONING

POSTON REALTY • 1407 WEST EVANS STREET, FLORENCE, SC 29501 • OFFICE: 843-665-6262

Information contained herein has been obtained from sources deemed reliable, but we do not guarantee it.

92.2 +/-

ACRES SHOWN

NC-6.3

RESIDENTIAL ZONING

10,200

2024 AADT - ALLIGATOR RD.

00126-01-002

FLORENCE COUNTY TMS

THE OPPORTUNITY

Scale, flexibility and corridor positioning

Poston Realty presents approximately 92.2 acres shown within the Alligator Road growth corridor near Florence, South Carolina. The offering represents the rear residential development area associated with TMS 00126-01-002 and combines meaningful scale with a broad range of potential housing formats.

The property's NC-6.3 zoning can accommodate a mix of detached and attached residential forms. City materials identify townhomes, multiplexes and multifamily development within the district, with multifamily subject to conditions and all projects subject to applicable review, design and infrastructure requirements.

WHY THIS SITE STANDS OUT

- Large-scale residential platform: enough acreage to evaluate phased neighborhoods, multiple product types and community amenities.
- Flexible positioning: potential concepts include for-sale housing, townhomes, duplexes, multiplexes, build-to-rent and conditional multifamily.
- Demand-driver access: established retail, healthcare and entertainment destinations serve the broader Florence market.
- Visible growth corridor: SCDOT reports 10,200 AADT on the Alligator Road segment from US 52 to South Knollwood Road.
- Clear municipal record: Florence City Council corrected the zoning atlas for TMS 00126-01-002 to NC-6.3 and CG in 2022.

OFFERING PROFILE

MARKETING AREA	92.2 +/- acres shown
APPROX. LAND AREA	4,015,971 square feet
TAX MAP NUMBER	00126-01-002
RESIDENTIAL ZONING	NC-6.3
TRAFFIC COUNT	10,200 AADT (2024)
PRICING	Contact Poston Realty

Best-fit buyer profiles

Regional and national homebuilders, master developers, multifamily sponsors, build-to-rent operators and age-targeted housing developers.

Value-creation focus

Test a coordinated concept plan that preserves flexibility across housing types while accounting for access, infrastructure, stormwater and environmental constraints.

POSITIONING: A rare opportunity to control a substantial residential site within an established Florence-area growth corridor.

NC-6.3 RESIDENTIAL

Multiple housing paths - one strategic site

VERIFIED ZONING CONTEXT

Florence City Council records identify NC-6.3 as allowing the housing forms available in NC-6.2 plus townhomes, multiplexes and multifamily with conditions. Every concept remains subject to current City interpretation, design standards, subdivision or site-plan review, engineering and other approvals.

RESIDENTIAL USE AND POSITIONING MATRIX

HOUSING FORMAT	MARKETING POSITION	APPROVAL / DUE-DILIGENCE FOCUS
Detached single-family	Traditional for-sale or rental neighborhood	Subdivision design, lots, streets, utilities, stormwater and code compliance
Patio homes / duplexes	Lower-maintenance or attainable housing product	Confirm housing-type standards, lot configuration and parking
Townhomes / attached	Higher-efficiency for-sale or rental community	Confirm applicable dimensional, access, parking and design requirements
Multiplex	Small-scale multi-unit residential product	Confirm use-specific conditions, building form and site-plan standards
Multifamily / apartments	Potential higher-density residential community	Conditional requirements and City review; confirm buffers, access, parking and density
Build-to-rent / age-targeted	Development strategy using an eligible residential form	Underlying housing type controls; test operations, amenities and ownership structure

RECOMMENDED VALUE TEST

Prepare alternative concept plans for a for-sale neighborhood, a townhome/build-to-rent plan and a conditional multifamily plan before selecting a final program.

FLORENCE MARKET SNAPSHOT

A regional service center with housing demand drivers

138,504

FLORENCE COUNTY POPULATION
ESTIMATE | 2025

63,991

FLORENCE COUNTY HOUSING
UNITS | 2025

\$56,143

FLORENCE CITY MEDIAN
HOUSEHOLD INCOME | 2020-2024

\$50,324

FLORENCE CITY RETAIL SALES PER
CAPITA | 2022

10,200

ALLIGATOR ROAD AADT | 2024

DEMAND DRIVERS VISIBLE IN THE REGIONAL TRADE AREA

1

Healthcare and employment

McLeod Health and MUSC Health reinforce Florence's role as a regional medical and employment center. Healthcare access supports a wide range of household profiles.

2

Daily-needs retail

Food Lion, Walmart, Publix, Aldi, Target, Lowe's, CVS and Walgreens illustrate the depth of established shopping and service options across the market.

3

Entertainment and amenities

Regal, Magnolia Mall and the Florence Center contribute entertainment, events and regional draw that strengthen Florence's quality-of-life proposition.

THE DEVELOPMENT STORY

Housing scale aligned with an established regional economy

This opportunity is not dependent on a single nearby employer or retailer. Its positioning is supported by a broad network of neighborhoods, medical systems, shopping, services and entertainment destinations across the Florence area. For developers, the central strategic question is how to match the site's scale and zoning flexibility with the strongest mix of for-sale, rental and age-targeted demand.

MARKETING ADVANTAGE

A coordinated master plan can create multiple price points and absorption paths while reserving space for amenities, stormwater, open space and future phases.

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MAP INTERPRETATION

The red boundary and dimensions identify the approximate marketing area shown. They are not a survey and must be confirmed by a licensed surveyor, title work and an agreed sale configuration.

REGIONAL CONTEXT

Logos and company names are included only to illustrate regional amenities and demand drivers. They do not imply tenancy, adjacency, affiliation, endorsement or development commitment.

MOVE FROM VISION TO VERIFIED YIELD

Recommended next steps for developers

1 Survey and title

Confirm the exact marketing area, legal access, easements, encumbrances and final sale configuration.

2 Zoning review

Confirm current NC-6.3 use standards, conditional criteria, density, buffers, parking and process with the City.

3 Concept planning

Test multiple programs and calculate gross-to-net developable acreage before assigning value by unit or lot.

4 Utilities

Verify water, sewer, electrical service, capacity, connection points, extension costs and required improvements.

5 Environmental review

Evaluate wetlands, streams, floodplain, habitat, geotechnical conditions and suitability for intended improvements.

6 Access

Confirm roadway connections, permitting, turn-lane requirements, internal circulation and emergency access.

7 Stormwater

Model drainage, detention, outfalls, permitting and the acreage needed for stormwater facilities.

8 Market validation

Match the product mix, phasing, absorption and amenity package to current for-sale and rental demand.

REQUEST OFFERING INFORMATION

POSTON REALTY

Nathaniel R. Poston | Broker-in-Charge

1407 West Evans Street | Florence, South Carolina 29501

Office: 843-665-6262

www.PostonRealty.net

Contact broker for pricing, offering terms and available due-diligence materials.

DISCLAIMER: This brochure is for general marketing purposes only. Information is believed reliable but is not guaranteed. Acreage, boundaries, measurements, ownership, access, traffic counts, zoning, permitted or conditional uses, density, utilities, environmental conditions and development potential must be independently verified. No representation or warranty is made regarding entitlement, yield, suitability, financing or future performance. Company names and logos are used solely for regional context and do not imply tenancy, proximity, affiliation, endorsement or commitment.