

DEVELOPEMENT SITE
FOR SALE



US HWY 76 & 301

Florence, SC

+/-4.61 ACRES

FMU GATEWAY DEVELOPMENT SITE

Company Overview

At Southern Visions, our leadership team and dedicated staff bring decades of experience and expertise to the table, ensuring that we meet the unique needs of every client. For over 35 years, under the direction of The Robert P. Wilkins Family, we have been a trusted name in real estate development and marketing. Throughout this time, we've successfully developed 28 residential subdivisions and five commercial office parks, consistently delivering high-quality projects.

Development Overview

Southern Visions is unwavering in our commitment to setting the highest standards in commercial development. We work with only the most qualified professionals to ensure exceptional results in every project. Our approach combines expertise in land planning, surveying, engineering, and design, along with thorough market research, to create developments that are both innovative and community-oriented. With a focus on precision and attention to detail, we elevate every community we build, enhancing both livability and value. Our core values of integrity, loyalty, and transparency form the foundation of our business, allowing us to foster long-lasting relationships with clients and partners alike.

DISCLAIMER

The prospective purchaser is solely responsible for conducting its own independent investigation and due diligence. The information contained in this Offering Memorandum is provided solely for informational purposes and is not intended to be all-inclusive or to contain every detail a potential purchaser may require. Additional information and opportunities to inspect the property will be made available to interested and qualified parties upon request.

Southern Visions Real Estate, acting as the Seller's representative, makes no representation or warranty, expressed or implied, as to the accuracy, completeness, or suitability of the information contained herein. The Owner reserves the right, at its sole discretion, to reject any and all offers or expressions of interest at any time and without notice. No legal obligation shall arise by the delivery of this Offering Memorandum, and a binding agreement shall exist only upon full execution and acceptance of a written purchase and sale contract by all parties.



Property Highlights



7 MILES



Population

	1-Mile	3-Mile	5-Mile
Estimated Population (2024)	18,400	56,600	88,600
Projected Population (2029)	19,672		



Households Occupancy

	1-Mile	3-Mile	5-Mile
Estimated Households (2024)	3:1	5:1	6:1
Projected Households (2029)	4:1	7:1	9:1



Income Median

	1-Mile	3-Mile	5-Mile
Household Income (2024)	\$37,900	\$55,800	\$58,400
Est. Household Income (2028)	\$38,494	\$56,000	\$67,300

1 Mile

Pizza Hut
Wendy's
Bojangles
RACEWAY

1 Mile

2016 SC DOT
Station #:169 US
76: 18,900 VPD

Florence Flea
Market



± 597' Frontage

US HWY 76 & 301 ±21,600 VPD

Property Overview

HIGHLIGHTS

- ±4.61 Acres directly across from Francis Marion University (FMU)
- This site is a heavy traveled tourist corridor to Myrtle Beach. With 611' of road frontage, the subject property is highly visible and ideal for retail development or commercial development. 2 miles from the Florence Regional Airport, 5 miles from Interstate 95, 4 miles from McLeod Regional Medical Center and less than 5 minutes from downtown Florence.
- High traffic corridor connecting Florence to I-95, industrial parks, and major employers
- Rare infill opportunity with significant development flexibility



Property Highlights



PROPERTY

±4.61 Acres of Land

LOCATION

The site is positioned directly across from the main entrance of Francis Marion University on Patriot Lane, with immediate connectivity to E Palmetto Street (US-76). This corridor continues to experience meaningful growth in retail, housing, and medical demand. The property benefits from excellent visibility, easy access, and proximity to established national brands.

ZONING

Commercial Mixed Use (CMU)

INFORMATION

This offering represents a rare opportunity to acquire a high-impact development parcel at the gateway to FMU. The property's size and shape allow for multiple development concepts, including student-oriented housing, multi-tenant retail, pad sites, medical or professional office, or a phased mixed-use layout (subject to approvals).



+21%

2024-29 3-mile Population Growth



4.61

±4.61 Acres



21,600

± VPD

Prime Location: Situated US HWY 76 & 301 en route to Myrtle Beach





Economy & Labor Market

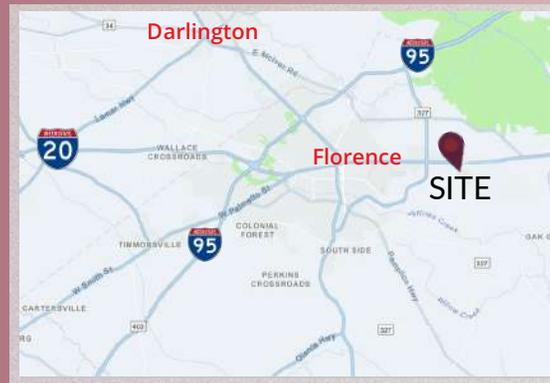
Florence serves as the economic and healthcare center of the Pee Dee region, supported by major employers in medical services, manufacturing, logistics, and education. Its location along **Interstate 95** provides direct access to Southeast distribution networks and strengthens the region's role as a transportation and industrial hub.

The metro area benefits from a diverse and stable workforce anchored by McLeod Health, MUSC Health Florence, Honda Manufacturing, QVC, McCall Farms, Nan Ya Plastics, and Sonoco. These long-standing employers generate consistent job growth and drive ongoing demand for retail, housing, and services.

Francis Marion University further supports the labor market by producing graduates in business, healthcare, engineering, and education, while contributing steady year-round activity to the surrounding corridor.

With continued investment in healthcare, advanced manufacturing, and logistics—and with proximity to the Myrtle Beach tourism market—the Florence region demonstrates strong long-term economic momentum.

Interstate Network



Local Area Overview

Florence's strategic location in the Pee Dee region positions it as a major hub for healthcare, manufacturing, logistics, and regional tourism. Located along U.S. Highway 76 and within close proximity to I-95, the area benefits from strong connectivity to Charleston, Columbia, Myrtle Beach, and other key South Carolina markets.

The subject property lies along the highly traveled Florence → Myrtle Beach corridor, which experiences significant seasonal and weekend traffic as residents and visitors travel to the Grand Strand. This sustained flow of regional travelers contributes to consistent demand for services, retail, fuel, and hospitality uses along the route.

Florence is home to a diverse workforce driven by leading industries including medical, industrial manufacturing, transportation, and education. Key regional anchors include McLeod Health, MUSC Health Florence, Honda Manufacturing, QVC, McCall Farms, Nan Ya Plastics, Sonoco, and numerous logistics operators. The steady presence of these employers supports long-term retail and housing demand throughout the region.

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