



# Offering Memorandum



## Augusta St Development Site

714-720 AUGUSTA STREET, GREENVILLE, SC 29605

## PROPERTY SUMMARY

### AUGUSTA ST DEVELOPMENT SITE

714-720 AUGUSTA STREET  
GREENVILLE, SC 29605

#### OFFERING SUMMARY

<b>SALE PRICE:</b>	\$2,500,000
<b>ZONING:</b>	MX-2
<b>LOT SIZE:</b>	±0.63 Acres
<b>DENSITY</b>	2-4 Stories
<b>TRAFFIC</b>	±21,000 VPD (Augusta Street)
<b>PERMITTED USES:</b>	Residential, Retail, Office



## PROPERTY SUMMARY

SVN | Palmetto CRE is pleased to exclusively present 714-720 Augusta Street, a ±0.63-acre infill development site positioned along one of Greenville's most rapidly evolving corridors. Zoned MX-2, the site permits residential, retail, restaurant, and office uses by right with a baseline allowable height of 2 stories, with potential for additional height through the city's voluntary density bonus program. The surrounding area is experiencing a wave of catalytic investment, with the \$1B+ County Square Development actively under construction just to the north, a \$5.5M state-funded Augusta Street utility undergrounding and streetscape project currently underway, and Trueline, a 1,700-capacity live entertainment venue — topping out in the West End. A newly adopted Haynie-Sirrine Master Plan explicitly calls for mixed-use development along the Augusta Street corridor, and Copper Builders recently proposed six mid-\$1M homes at Augusta and Dunbar. 720 Augusta Street presents a rare by-right development opportunity at the intersection of multiple converging growth vectors in one of Greenville's highest-trajectory markets.

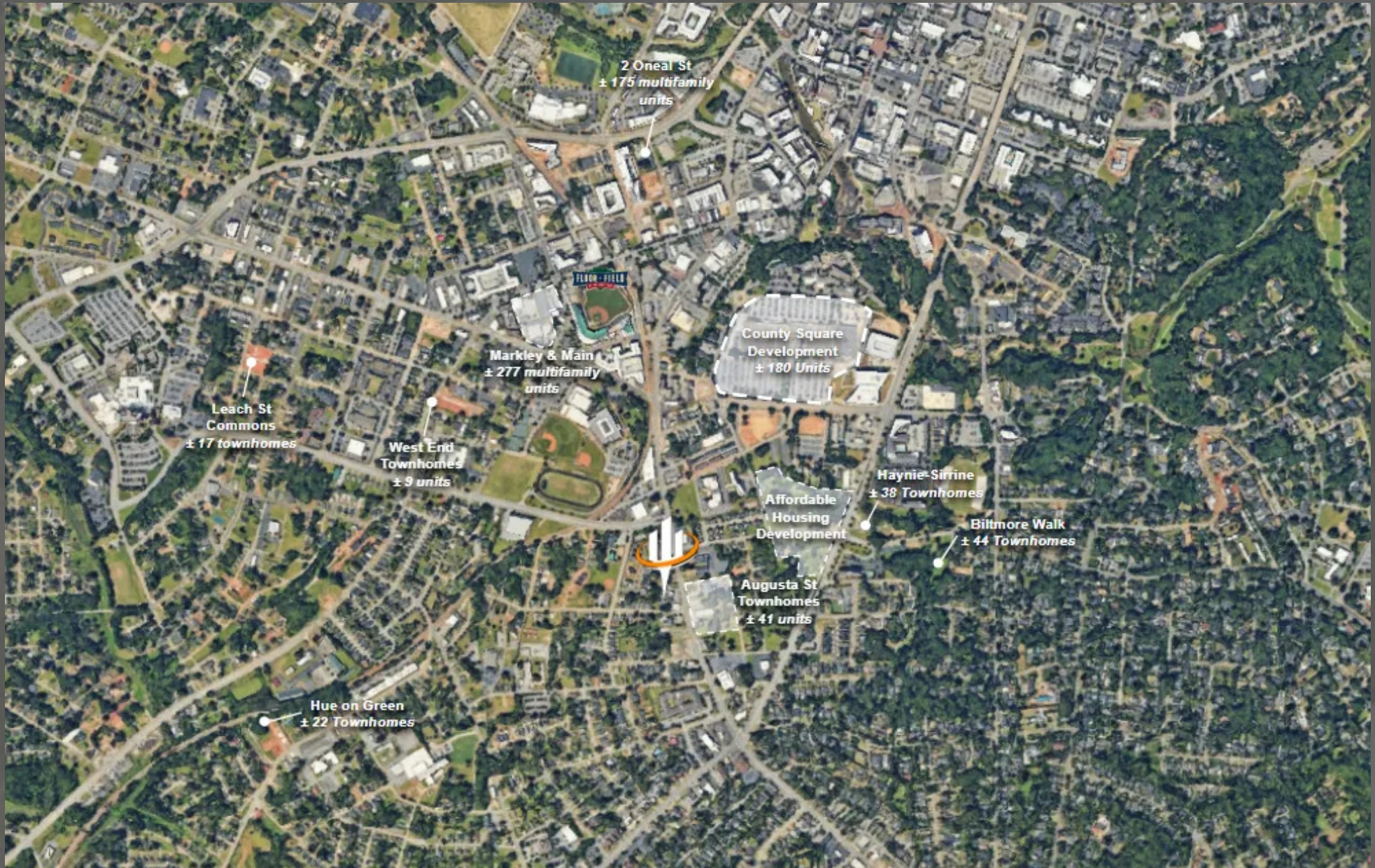
# HIGHLIGHTS



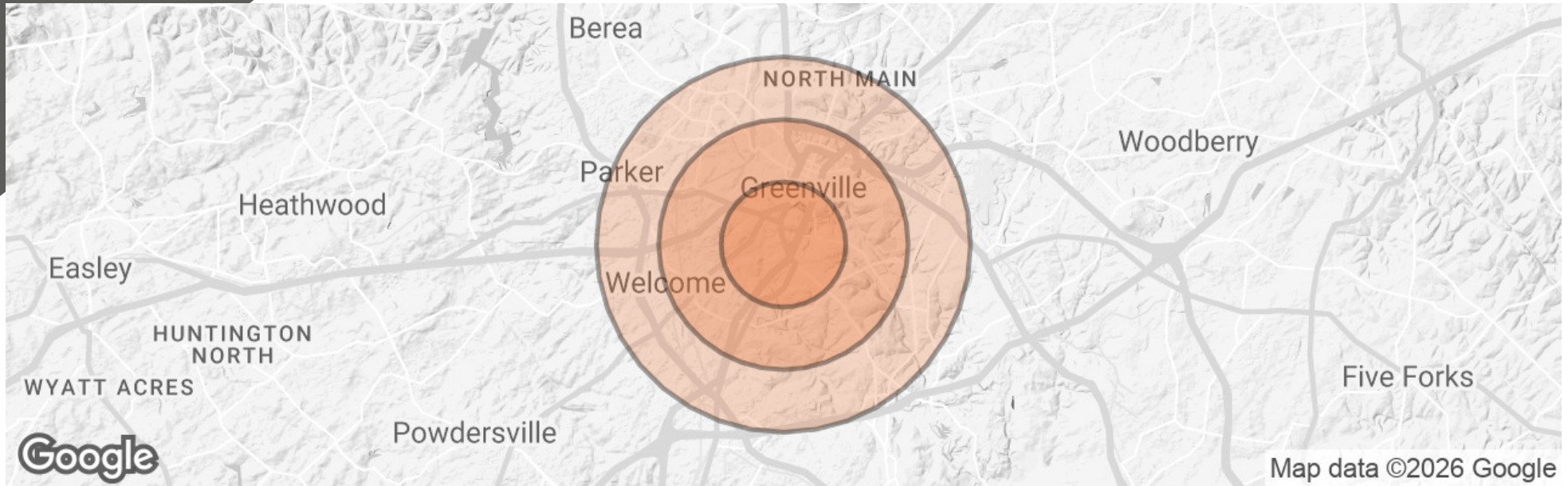
## PROPERTY HIGHLIGHTS

- Situated along Augusta Street with  $\pm 21,000$  vehicles per day, offering strong frontage exposure on one of Greenville's most active urban corridors
- Walkable to Fluor Field, Greenville High School, and the heart of the West End entertainment district
- Directly adjacent to the \$1B+ County Square redevelopment — one of the largest mixed-use projects in South Carolina history — currently under construction
- Augusta Street streetscape and utility undergrounding (\$5.5M, state-funded) actively underway; Trueline, a 1,700-capacity live entertainment venue, topping out in the West End
- Copper Builders recently proposed six mid-\$1M cottage-style homes at Augusta & Dunbar, reflecting surging residential demand along the immediate corridor
- $\pm 0.63$ -acre infill site — a rare by-right opportunity in one of Greenville's highest-trajectory submarkets
- Suited for mixed-use development or two-story townhomes; density range of 2-4 stories supported by zoning and surrounding context

# AERIAL MAP



# DEMOGRAPHICS MAP & REPORT



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DEMOGRAPHICS	1 MILE	2 MILES	3 MILES
TOTAL POPULATION (2025)	±12,598	±43,876	±81,081
PROJECTED GROWTH (2030)	+6.2%	+4.5%	+3.9%
AVERAGE HH INCOME	±\$154,373	±\$129,391	±\$119,883
DAYTIME EMPLOYEES	±15,629	±48,476	±70,950
AVERAGE AGE	±41.2	±40.2	±39.6



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