

FOR SALE

DEVELOPMENT LAND

Easley, South Carolina 29642



Opportunity

Great location for single/multi-family and/or commercial use. Just minutes from Easley and I-85, this area would be an easy commute to Easley, Greenville or Powdersville.

Location

Adjacent to Highway 153 and Powdersville Road.

Site Specifics

- › ±57.03 acres
- › Tax Map #5048-06-28-9971 (Pickens Co.)
- › Rollback Taxes approximately \$58,000

Zoning

- › Unzoned, Pickens County

Details

- › ±1,000 feet frontage on Highway 153
- › ±800 feet frontage on Powdersville Road
- › Signalized access on Powdersville Road
- › Both flat and rolling topography
- › Water and Sewer available
- › Hardwood timber value on property

Pricing

\$39,000 per Acre

Contact

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Powdersville/Easley Area Statistics

Traffic Count (2015)

HIGHWAY 153	14,400 VPD
POWDERSVILLE ROAD	10,000 VPD
HIGHWAY 123	35,800 VPD

Demographics (2016)

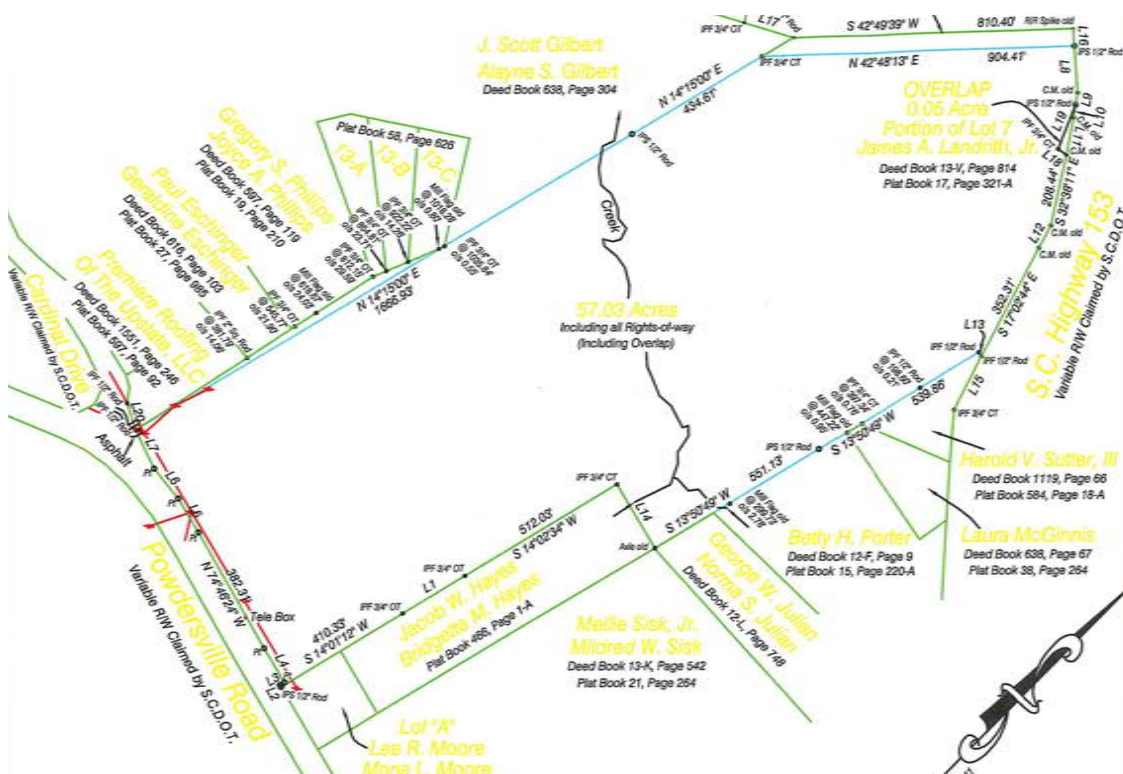
	1-Mile	3-Mile	5-Mile
Population	4,565	23,037	54,225
Households	1,727	8,896	20,845
Average HH Income	\$76,278	\$70,195	\$64,257

Contact Us

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Plat



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Area is powder keg of growth

Powdersville on rise in many ways

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POWDERSVILLE - Anderson County native West Cox works in Anderson. His wife, Caroline, works in Greenville.

When they were house hunting last summer, they sought a growing community within a short work commute, preferably one that also offered convenient shopping.

They found all that, and a few extras, in Powdersville.

"We found a neighborhood with several families in our age range, and that's been a real plus," said Cox, 30. "I wanted to stay in Anderson County, and this makes it a 25-minute commute to work for both of us."

Todd and Lisa Walker found some of the same benefits in December when they brought their three young children to a home in Powdersville. A Clemson University sports fan, Todd Walker's wish list included a home close to his job in Easley that also offered quality schools and convenient routes to Greenville, Clemson and Anderson.

They found a community he calls "phenomenal."

It's a term used often these days in Powdersville, where the rate of residential and commercial growth is a phenomenon.

The community is so young that its early pioneer settlers arrived not in the 1780s but the 1980s. The intersection of S.C. 81 and S.C. 153, which would be the center of town if Powdersville were a town, has attracted so many developers, residents and retail stores that Cox now avoids driving on S.C. 153.

More than 7,000 residents called Powdersville home in the 2010 census, and the steady pace of home building makes many believe the estimate is badly outdated.

Cindy Fox Miller's late mother, Jo Anne Fox, was among those pioneers who came to the area when cows outnumbered people. Typically, she had to tell prospective real estate clients in Greenville, 8 miles away, how to find Powdersville.

Some knew it as a community near Wren High School. Most didn't know where the school was.

"She was a mover and shaker. She sold a lot of homes," said Miller, who has followed her mother's lead by selling real estate in Powdersville and becoming one of its most ardent fans.

Fox and Miller haven't been alone. Home construction and sales have been strong for 30 years in Powders-

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Powdersville

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ville, where the highways dominated by farm tractors just a generation ago are now filled with family-friendly vehicles.

"It has a lot of offer for young families," said Walker, who lives near a new YMCA.

That makes it attractive to real-estate developers.

Powdersville Water District Manager Dyke Spencer estimates that homes are under construction in at least 25 subdivisions in the loosely defined bedroom community. In 2016, his company installed new water lines for about 250 new homes in the area.

"There's a lot of home construction going on, and a lot of developers looking at property in the area," said Spencer, who has seen the rapid transition before. He came to Powdersville 14 years ago from Bluffton in Beaufort County, one of the fastest-growing areas of the Lowcountry.

He bounces from meeting to meeting in an effort to remind others that the infrastructure needs to expand along with the traffic and population.

"We're trying to come up with a master plan for a sewer system. It's more difficult when everything is growing. We have more homes, more businesses, the schools are filling up and the roads are getting smaller," said Spencer, whose water system now serves 13,000 homes and about 35,000 people in a 14-square-mile area in northern Anderson County.

The company began serving the area in 1971, when the Powdersville General Store was the best-known local entity among the 1,200 water customers. The community grew to 5,362 in 2000 and by 2010 the population had increased to 7,618 — a 42 percent increase, during a period when the state average was 17 percent and the national average was 11 percent. It is the fastest-growing "town" in Anderson County, and one of the fastest-growing in the Upstate.

The growth led to the creation of Powdersville High School, which opened in August 2011 with 265 students. It has 876 today, a number that supports Miller's strong belief that Powdersville is a great place to be.

"It's an easy sell for families that are moving here from out of state and one has a job in Greenville and another in Clemson or Anderson," Miller said. "We sell a lot of houses to families in that situation. And when couples sell a house in Powdersville, they want to stay in the area."

The phenomena has delighted real estate agents but not traffic engineers. The 2-mile stretch of S.C. 153 between S.C. 81 and Interstate 85 is now one of the busiest roads in the Upstate, with a state Department of Transportation traffic count of 32,600 vehicles a day in 2015.

"It's probably closer to 40,000 vehicles a day now," said Spencer of the retail row, now lined with more than 100 commercial endeavors.

Unlike the better-known traffic jams that haunt Woodruff Road in Greenville and Clemson Boulevard in Anderson throughout the day, Powdersville's main drag is congested only twice a day. Because few residents work in Powdersville, the traffic is heavy when locals form the morning rush hour and return each evening.

That's when it becomes difficult to make a left turn on S.C. 153 and when Spencer is reminded that his town is a classic bedroom community. "The water usage is high at 7 a.m., drops in the middle of the day, and gets high again in the evening," said Spencer.

"We're not complaining. It's a good problem to have," Spencer said of the fast growth, "but it takes a lot of communication among a lot of different agencies to make it work. So far we've been able to do that. But we've been told by experts that in 20 years, we can expect the population to double."

Among those experts are the engineers at the SCDOT, who staged a recent meeting at the Powdersville Middle School to inform residents that the computer models warn of calamity in the near future. The models show that I-85 Exit 40, which served 99,800 vehicles a day in 2015, will swell to 140,000 vehicles a day in the next 20 years.

And there isn't a wealth of vacant land remaining that could be turned into another traffic artery.

The traffic fueled the early commercial growth along S.C. 153 and remains an attraction to restaurant franchisees and big-box retailers. The community, considered a census designated place by the U.S. Census Bureau, has a family median income of \$57,131, one of the highest in the Upstate. Only 2.5 percent of the population lives below the poverty line, according to the 2010 census.

Ray Hartjen, marketing director at Retail Next, a national commercial consulting firm, said those numbers make Powdersville a magnet for more growth.

"Traffic is still an important indicator of potential for retailers, and the savvy retailers are abandoning efforts to drive traffic to stores and instead redirect the budgets to better serve, convert and retain the traffic they already have," Hartjen said. Market size, rate of growth and stability of the surrounding economy are also factors.

"At the end of the day, shoppers — traffic — represent opportunity," Hartjen said. "We'll continue to see greater emphasis in the coming years for retailers to 'fish where the fish are' instead of rather wastefully spending to attract where there isn't any."

Marc Smookler, CEO of Idealspot, another national commercial consultant, said Powdersville fits the mold of the modern wish list for two-earner families.

"Young families today want to be near their work, any family-related stops (such as school or day care), a workout gym and grocery store," Smookler said. "They're more about convenience of those things and less concerned than their parents were about whether there's a country club, or the identity of the community in general."

A Holiday Inn Express is under construction in that growing stretch of S.C. 153. A new shopping center is soon to open across the street.

And there's more to come, Miller said.

"There's a 50-acre plot near I-85, one of the last tracts available, and it's getting a good look from some developers right now," Miller said, referring to a spot with a \$6.7 million pricetag. "And we have a 25-acre tract over closer to (U.S. 123) that we've had some offers on last week."

"People are moving here," she said, "and that makes businesses want to move here."

Follow Abe Hardesty on Twitter @abe_hardesty.