

# FOR SALE

**KW** COMMERCIAL<sup>SM</sup>



## 190 PONTIAC BUSINESS CENTER DR

- 6.20 Acres
- 40,803 sqft
- Zoning: M-1

**Orie Brown, MBA, MS, PMP**

**Managing Director**

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# TABLE OF CONTENTS

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- 01** DISCLAIMER
- 02** EXECUTIVE SUMMARY
- 03** PROPERTY HIGHLIGHTS
- 04** BUSINESS OVERVIEW
- 05** ADAPTIVE REUSE AND IDEAL FUTURE USES
- 07** DEMOGRAPHICS
- 08** TRAFFIC COUNT AND ACCESS OVERVIEW
- 09** PROPERTY PHOTOS



# DISCLAIMER

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# EXECUTIVE SUMMARY

KW Commercial | The Praedium Group is pleased to exclusively present 190 Pontiac Business Center Drive, a premier retail/automotive destination located in Elgin, South Carolina, within the rapidly expanding Columbia Metropolitan Statistical Area (MSA). This corridor continues to experience accelerated commercial growth supported by strong demographics, high household incomes, and sustained migration into the region.

Strategically positioned just off Interstate 20 and minutes from Northeast Columbia, the property benefits from exceptional regional connectivity and direct access to one of the MSA's most affluent and fastest-growing suburban populations. The surrounding trade area draws from key economic drivers including BlueCross BlueShield of South Carolina, Prisma Health, Fort Jackson, Amazon, Dominion Energy, and University of South Carolina, which collectively comprise the backbone of the region's employment base. These institutions support a diverse and stable customer pipeline spanning professionals, military personnel, families, and long-term local residents.

The Columbia MSA, home to approximately 850,000+ residents, continues to demonstrate meaningful population, employment, and economic expansion. Business-friendly policies, significant capital investment, and steady in-migration from higher-cost urban centers have strengthened the region's long-term fundamentals. The northeast submarket of Columbia—where Elgin is located—has benefited disproportionately from this growth, with rising household incomes, continued residential development, and expanding retail demand.

Elgin and Kershaw County reflect one of the MSA's most stable and affluent suburban nodes. With a median household income well above state and metro averages and a high rate of homeownership, the area supports strong discretionary spending and provides a robust customer base for destination-oriented retail such as automotive, motorsports, and specialty lifestyle brands. This stability is reinforced by favorable demographic indicators, including low poverty rates, growing households, and a high percentage of long-term residents.

Positioned to capture both regional traffic and the buying power of an upscale suburban population, 190 Pontiac Business Center Drive offers investors a compelling opportunity in one of South Carolina's most resilient and economically diverse markets. With strong surrounding employment drivers, sustained in-migration, and steady regional expansion, the property is exceptionally well-located to deliver durable income performance and long-term value appreciation.

# PROPERTY HIGHLIGHTS



|                |                                                   |
|----------------|---------------------------------------------------|
| OFFERING PRICE | • \$8,000,000                                     |
| ADDRESS        | • 190 Pontiac Business Center Dr, Elgin, SC 29045 |
| ACRES          | • 6.20                                            |
| SF GLA         | • 40,803                                          |
| ZONING         | • M-1                                             |
| PARCEL #       | • 25714-01-08                                     |
| WATER / SEWER  | • Public                                          |
| LAND USE       | • Commercial (NEC)                                |

# BUSINESS OVERVIEW



Thunder Tower Harley-Davidson is a full-service, authorized Harley-Davidson dealership serving the Greater Columbia and Elgin, SC markets. The dealership operates under Preston Cycles LLC, a long-established Harley-Davidson operator with a strong regional presence and longstanding brand recognition.

Harley-Davidson dealerships are destination-based retailers with highly loyal customer bases, recurrent service revenue, and strong merchandising performance.



# ADAPTIVE REUSE AND IDEAL FUTURE USES

The ±40,803 SF facility sits on a large acreage with exceptional frontage, deep parking capacity, and a highly functional showroom warehouse layout. Its scale, visibility, and infrastructure make it ideal for multiple high value retail and specialty uses that require large indoor display areas, service bays, and significant customer parking.

## PRIME RETAIL AND SALES BASED USES:



### **AUTOMOTIVE DEALERSHIP**

New or used auto sales for brands expanding into the Midlands market.



### **RV, CAMPER, OR TRAILER DEALERSHIP**

High demand for large display lots, indoor service space, and outdoor inventory storage.



### **BOAT DEALERSHIP OR MARINE SALES CENTER**

Brunswick, Yamaha, and regional marine dealers seek high visibility sites with indoor showroom capacity.



### **HEAVY EQUIPMENT SALES CENTER**

Bobcat, Kubota, John Deere compact equipment, or construction equipment dealerships.



### **POWERSPORTS AND RECREATIONAL VEHICLES**

ATV, UTV, dirt bike, electric vehicles, or mixed recreational equipment retailers.

## SPECIALTY RETAIL AND EXPERIENCE BASED CONCEPTS:



### **LARGE FORMAT SPORTING GOODS RETAILER**

Archery, outdoor gear, hunting, fishing, tactical equipment, or specialty fitness.



### **HOME IMPROVEMENT AND DESIGN CENTER**

Flooring, cabinetry, outdoor living showrooms, luxury appliances, or contractor supply.



### **FURNITURE OR LARGE SCALE HOME RETAIL**

Regional or national furniture chains needing expansive indoor footprint and truck access.

# ADAPTIVE REUSE AND IDEAL FUTURE USES

## SERVICE AND OPERATIONAL USES:



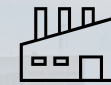
### FLEET OPERATIONS HUB

Companies like Amazon delivery partners, logistics contractors, utility fleets, or telecom providers



### DISTRIBUTION WITH SHOWROOM

Hybrid showroom plus back warehouse for regional wholesalers.



### SPECIALTY MANUFACTURING WITH RETAIL FRONTAGE

Custom fabrication, vehicle upfitting, metalwork, or custom cabinetry.

## ENTERTAINMENT OR COMMUNITY USES:



### EVENT VENUE OR EXPO CENTER

Car shows, trade shows, craft fairs, training centers, or seasonal events.



### INDOOR RECREATION CENTER

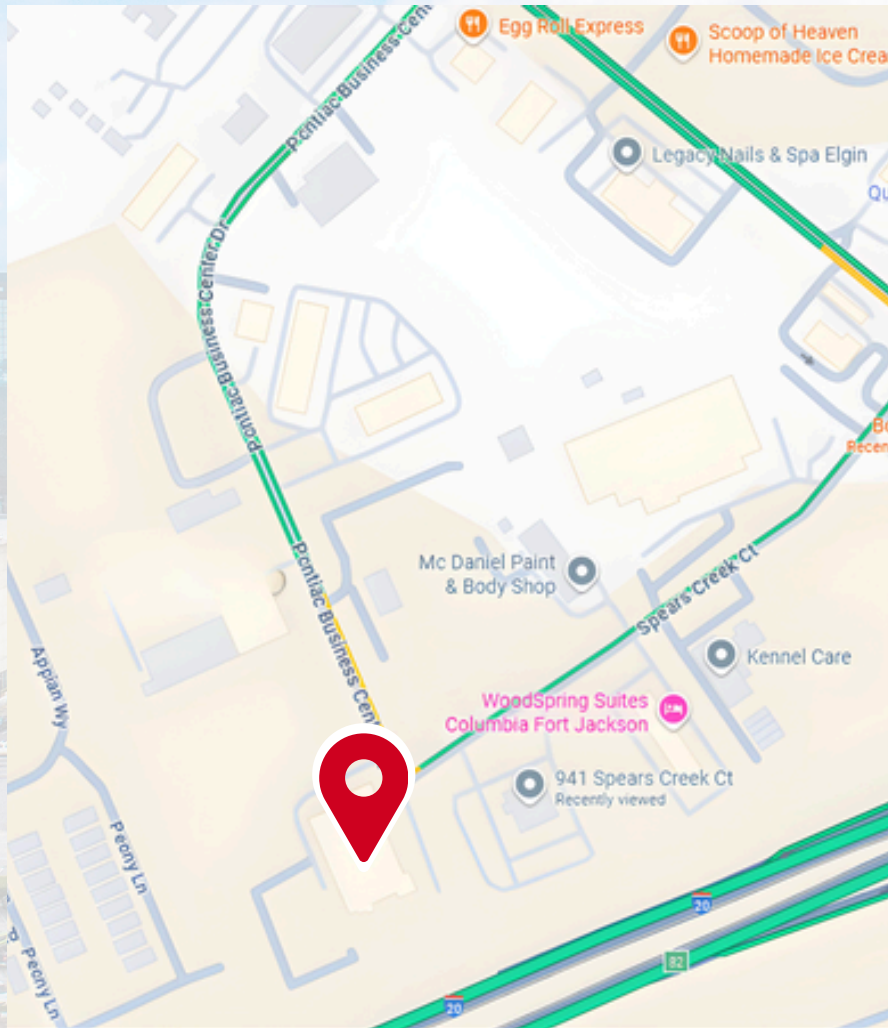
Trampoline park, family entertainment center, pickleball, indoor sports, or axe throwing concepts.

# DEMOGRAPHICS

|                         | 1 MILE    | 3 MILES   | 5 MILES   |
|-------------------------|-----------|-----------|-----------|
| 2024 Total Population   | 2,646     | 21,564    | 59,809    |
| 2024 Total Households   | 1,044     | 8,594     | 23,468    |
| Median Household Income | \$78,482  | \$79,240  | \$71,537  |
| Median Home Value       | \$273,437 | \$293,491 | \$217,750 |



# TRAFFIC COUNT & ACCESS OVERVIEW



| ROAD                     | TRAFFIC COUNT |
|--------------------------|---------------|
| Sutters Mill Road        | 63,256        |
| J Strom Thurmond Freeway | 64,646        |
| Percival Road            | 10,903        |
| Clemson Road             | 20,197        |
| Spears Creek Church Road | 11,191        |
| I-20                     | 60,752        |

# AERIAL VIEW



# AERIAL VIEW



# AERIAL VIEW



# PHOTOS



# PHOTOS





**ORIE K. BROWN, MBA, MS, PMP**

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**Area Expertise:**

Land Development

Net Lease Investment Sales

Multi-Tenant Investment Sales

**Key Accomplishments:**

National Achievement Award: 23, 22, 21, 20

Sales Recognition Award: 23, 22, 21, 20, 19

**Affiliations:**

International Council of Shopping Centers (ICSC)

Orie focuses on land development, healthcare real estate, net lease properties, and retail shopping centers, building deep product knowledge and transaction expertise. He leverages a national network of more than 2,000 commercial agents and 180,000 residential agents to create active, competitive markets for every listing.

Since entering commercial real estate, Orie has closed over \$350 million nationwide for high net worth investors, developers, and private investment groups.