

FOR SALE

KW COMMERCIALSM



4218 HARD SCRABBLE RD, COLUMBIA, SC

- ± 0.42 -Acre Commercial Development Site ($\pm 18,295$ SF)
- High-Growth Trade Area
- Excellent Investment Opportunity

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EXECUTIVE SUMMARY

Strategically positioned on Hard Scrabble Road in Northeast Columbia, this ±0.42-acre General Commercial (GC) development site presents an outstanding opportunity to establish a retail, restaurant, office, or service-oriented business in one of Columbia's fastest-growing commercial corridors. The parcel offers excellent frontage and visibility along a heavily traveled arterial roadway, benefiting from significant daily commuter traffic and a rapidly expanding residential customer base. The site is also located at the corner of Hard Scrabble Road and Jaybird Lane, providing multiple points of exposure.

The property enjoys exceptional regional connectivity with convenient access to Interstate 77, Interstate 20, Clemson Road, and downtown Columbia, making it easily accessible to consumers, employees, and service providers throughout the Midlands. Continued residential growth throughout Northeast Columbia has fueled increasing demand for neighborhood retail, restaurants, healthcare services, and professional office users, positioning this location for long-term commercial success.

Surrounded by established neighborhoods, national retailers, quick-service restaurants, convenience stores, and daily-needs businesses, the site benefits from a built-in consumer base while remaining flexible for a variety of commercial development opportunities. General Commercial zoning allows for numerous permitted uses including retail, medical office, professional office, restaurants, convenience retail, financial services, automotive-related businesses, and other freestanding commercial concepts.

One of the property's strongest competitive advantages is its traffic exposure. Following the completion of roadway improvements along Hard Scrabble Road, the site now benefits from approximately 28,400 vehicles per day (VPD) on Hard Scrabble Road, while Clemson Road—just one block away—carries approximately 29,500 VPD, creating exceptional visibility for future commercial development.

The Columbia Metropolitan Statistical Area continues to experience stable economic growth supported by major employment sectors including state government, healthcare, higher education, military operations at Fort Jackson, insurance, and financial services. Major employers such as the State of South Carolina, Prisma Health, BlueCross BlueShield of South Carolina, the University of South Carolina, and Fort Jackson contribute to a diverse and resilient regional economy that supports long-term commercial investment.

With excellent visibility, strong traffic counts, commercial zoning, expanding demographics, and immediate access to Columbia's primary transportation network, 4218 Hard Scrabble Road represents an exceptional opportunity for investors, developers, owner-users, and national retailers seeking a highly visible location within one of the Midlands' most active growth corridors.

PROPERTY HIGHLIGHTS



OFFERING PRICE	• \$375,000
ADDRESS	• 4218 Hard Scrabble Rd, Columbia, SC
ACRES	• 0.42
PROPERTY TYPE	• Land
ZONING	• General Commercial
PARCEL #	• 20200-03-56
WATER / SEWER	• Public
LAND USE	• Commercial

ADDITIONAL INCOME OPPORTUNITY

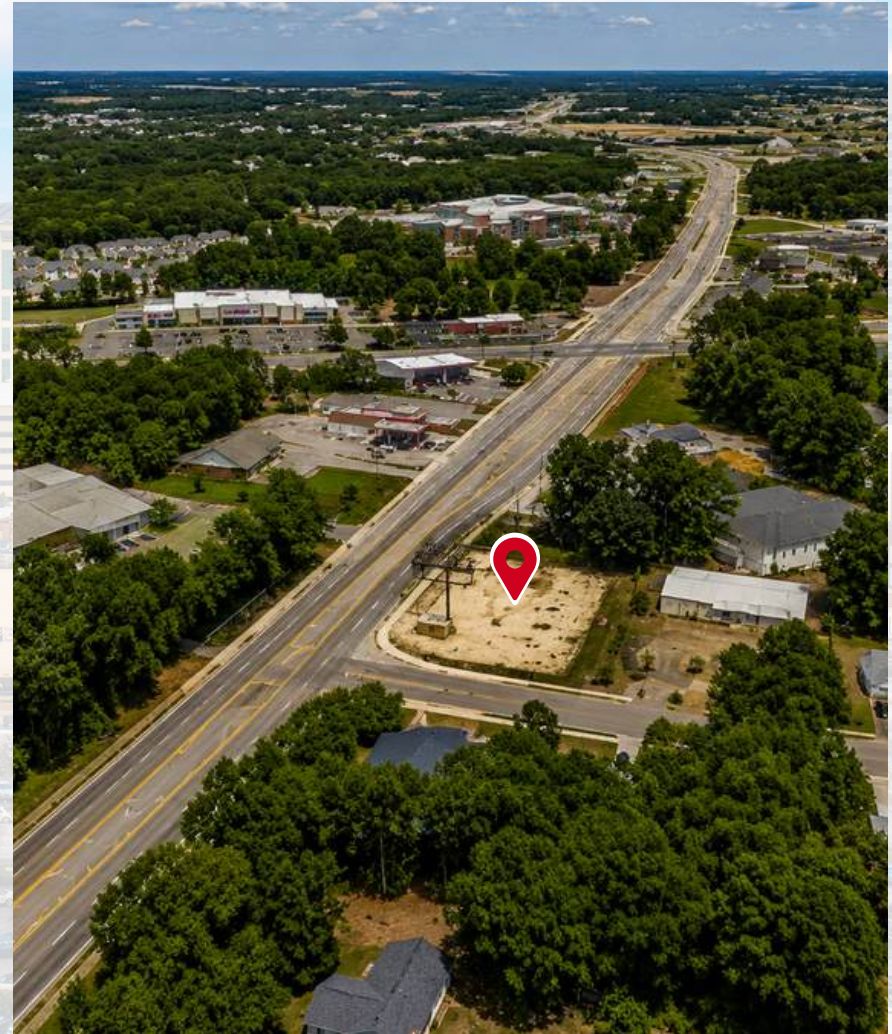


A billboard sign is currently leased on the property, generating approximately \$300 per month in rental income.

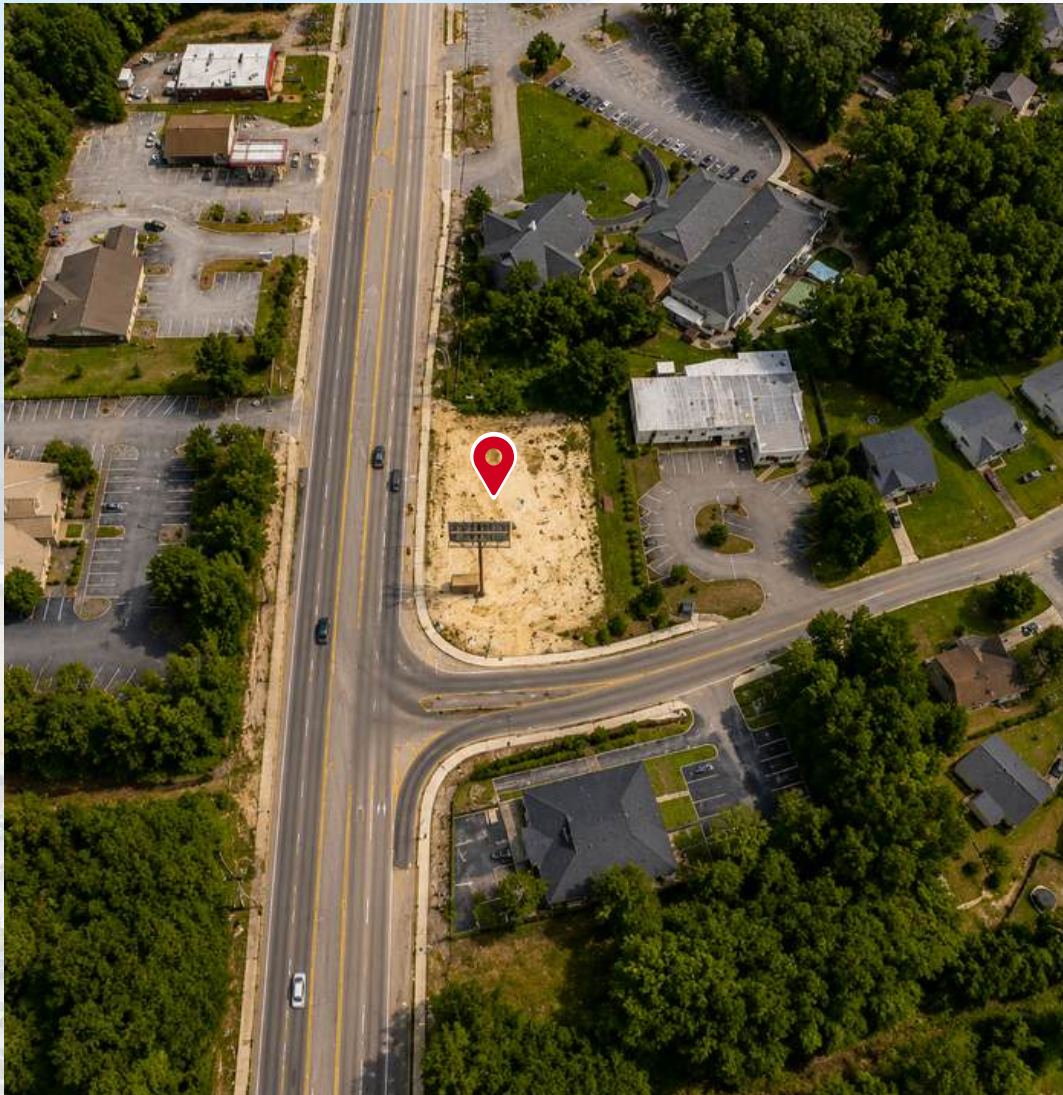
Monthly Income	Approximately \$300
Annual Income	Approximately \$3,900
Lease Type	Month-to-Month
Terms	Flexible terms to re-negotiate modify, or terminate the lease as desired.

DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
2025 Population	7,600	61,300	127,000
2025 Total Households	3,070	23,340	49,210
Median Household Income	\$65,153	\$74,423	\$74,128
Median Home Value	\$224,621	\$249,516	\$260,830



TRAFFIC COUNT & ACCESS OVERVIEW



ROAD	AADT
Hard Scrabble Road (Subject Frontage)	28,400 VPD
Clemson Road (±1 Block South)	29,500 VPD
Interstate 77 (Nearby)	Approximately 82,000–92,000 VPD

This combination of high traffic counts, excellent visibility, improved roadway infrastructure, and direct access to Columbia's major transportation network makes 4218 Hard Scrabble Road an ideal location for retail, restaurant, medical office, professional office, financial services, and other commercial users.

POINTS OF INTEREST



AERIAL VIEW



AERIAL VIEW



AERIAL VIEW





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Area Expertise:
Land Development
Net Lease Investment Sales

Jay focuses on land development and net lease investment sales, pairing disciplined underwriting with strong market research and client service. He coordinates site evaluation, buyer outreach, and deal execution while leveraging our nationwide agent network to create broad exposure and qualified interest for every assignment.