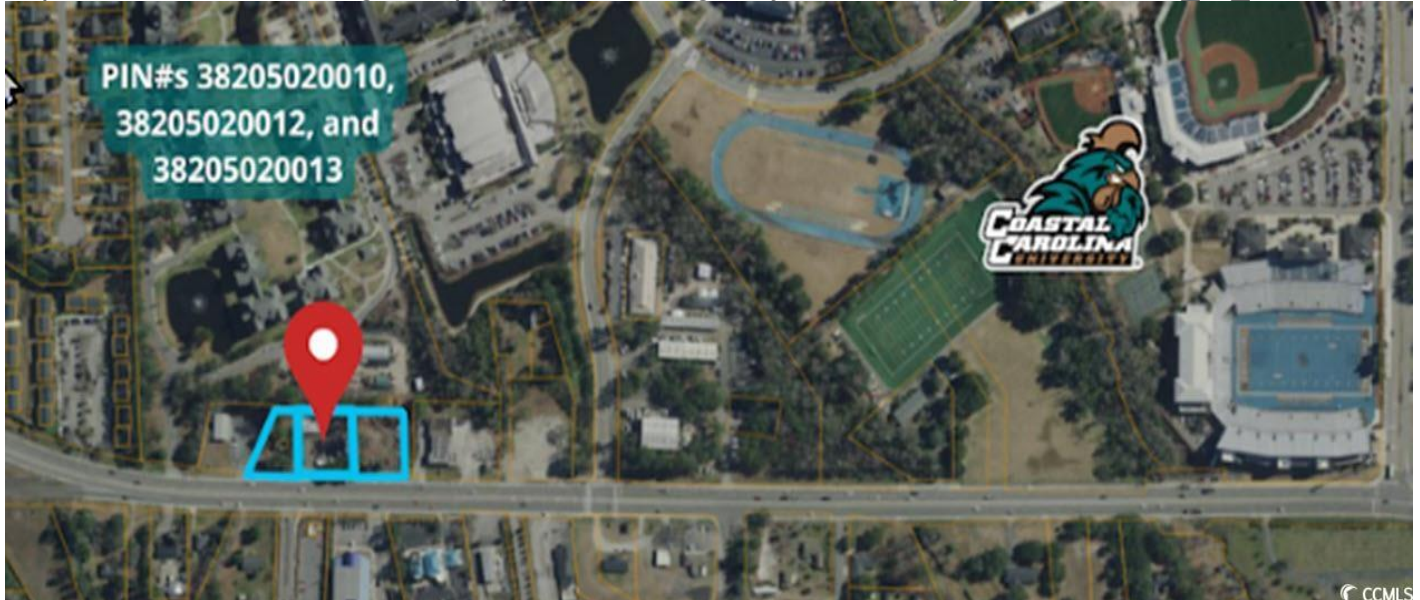




631 Highway 544, Conway, 29526, SC

https://homesforsalelistings.net/properties/631-highway-544/conway/sc/29526/MLS_ID_2528465



Price - \$2,500,000

Lot Size DOM

1.3600 305 Days

Features

Description

Prime Development Opportunity: 1.36 Acres Adjacent to Coastal Carolina University Exclusive Listing: Horry County PINs #38205020013, #38205020012, and #38205020011 Discover an unparalleled commercial real estate gem in the heart of Conway, South Carolina's booming educational corridor—a rare 1.36-acre assembly of contiguous parcels primed for visionary development. Zoned for high-impact commercial use, this strategically positioned site offers immediate access to one of the Southeast's fastest-growing universities and the vibrant energy of a thriving student community. Whether you're envisioning a modern student housing complex, a trendy retail strip, a quick-service dining destination, or a mixed-use innovation hub, this property delivers unmatched potential for ROI in a market fueled by relentless enrollment growth and pedestrian vitality.

Unrivaled Proximity to Coastal Carolina University Nestled directly alongside Coastal Carolina University's expansive campus, this site boasts a shared property line with the institution, positioning it as the ultimate gateway for university-affiliated ventures. Coastal Carolina, a dynamic public liberal arts university, shattered enrollment records for the third consecutive year in Fall 2025 with 12,006 students—a staggering 5.8% surge from the prior year and an 18.7% leap over the past five years. Imagine the built-in customer base: thousands of ambitious undergrads, graduate scholars, faculty, and staff flowing through your doors daily, all within a stone's throw of academic halls, athletic facilities, and campus events. This adjacency isn't just convenient—it's a competitive edge, enabling seamless integration with university life while capitalizing on CCU's reputation as a hub for research, innovation, and coastal community engagement.

High-Visibility Location with Exceptional Traffic Exposure Anchored along a bustling corridor just off US Highway 501—the lifeblood of coastal connectivity—this property commands premium visibility and accessibility. US 501 sees robust Annual Average Daily Traffic (AADT) volumes exceeding 30,000 vehicles in the immediate vicinity, as tracked by the South Carolina Department of Transportation (SCDOT), ensuring constant exposure to commuters, tourists, and regional travelers en route to nearby Myrtle Beach (a quick 10-mile drive). Complementing this vehicular surge is the site's proximity to CCU's pedestrian pathways, where robust foot traffic from over 12,000 students generates a lively, year-round buzz. Picture sidewalks alive with chants of school spirit during game days, study breaks at nearby eateries, and weekend explorations—creating an organic flow of 5,000+ daily passersby during peak semesters. This dual-traffic dynamic (vehicular and pedestrian) translates to unparalleled dwell time and conversion potential, making it ideal for ground-floor retail or experiential amenities that capture the essence of college-town vibrancy.

Key Site Highlights Total Acreage: 1.36 acres (contiguous assembly for flexible site planning) Zoning & Utilities: Commercial zoning with full municipal hookups; level topography ideal for multi-story builds Access & Infrastructure: Direct frontage on established local roads with easy ingress/egress; minutes from Myrtle Beach International Airport Market Momentum: Tap into CCU's 18.7% enrollment boom and the Grand Strand's \$25B+ tourism economy for sustained demand Priced competitively for a quick close, this is more than land—it's a launchpad for legacy-building in one of South Carolina's most promising growth pockets. Don't miss your chance to own a piece of the future adjacent to Coastal Carolina's rising star. Contact me today for a private tour, site plans, or pro forma projections. Let's turn proximity into profit! Confidentiality Notice: All details based on current public records and market data. Buyer to verify.

SEE THIS PROPERTY



James Schiller

Realtor, Brand Name Real Estate

Phone: 18434788061

Email: jameseschiller@gmail.com

Check On Site



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