



## WATERCREST

Remarkable +/- 37.69-acre Mixed  
Residential Development Opportunity

BEAUFORT, SOUTH CAROLINA

ROBERT SMALLS  
LEADERSHIP ACADEMY

4000 MARGARET

BEAUFORT STATION  
Hobby Lobby  
PetSmart  
T.J.Maxx  
Panda Express  
Chicken Salad Chick  
HomeGoods  
Ross Dress for Less

WALMART SUPERCENTER

CROSSCREEK PLAZA  
Belk  
KAY Jewelers  
Big Lots  
Great Cips  
First Watch  
South Carolina  
Orthodontics

CROSS CREEK APARTMENT HOMES

BROAD RIVER BLVD

ROBERT SMALLS PARKWAY

PARRIS ISLAND GATEWAY





# WATERCREST

REMARKABLE +/- 37.69-ACRE MIXED RESIDENTIAL  
DEVELOPMENT OPPORTUNITY

**BEAUFORT, SOUTH CAROLINA**

Jones Lang LaSalle, a South Carolina licensed real estate broker, has been retained as the exclusive sales representative for Watercrest (the "Property" or "Asset"), a superbly located mixed-residential development opportunity located in Beaufort, South Carolina. Beaufort presents an exceptional coastal environment that appeals to both residents and visitors through its historical significance, scenic coastal vistas, and strategic positioning between Charleston, SC and Savannah, GA. Watercrest is situated approximately 15 minutes from Beaufort's historic district, offering convenient access to premier local attractions including Henry C Chambers Waterfront Park, The Point, The Spanish Moss Trail, and numerous dining and retail establishments.

The current ownership has secured comprehensive entitlements, with both Phase I and Phase II fully approved and civil design completed. Phase I, comprising 258 multifamily units, has obtained all necessary permits, enabling immediate construction commencement following transaction closure. The combination of favorable demographics, retail proximity, and construction-ready status presents a compelling investment opportunity for prospective developers.

## PROPERTY DETAILS

### ADDRESS

211 Broad River Blvd  
Beaufort, SC 29906

### MUNICIPALITY

Beaufort County

### ZONING

T5-UC/RMX

### ACREAGE

37.59 acres

### ALLOWABLE DENSITY PER ACRE

30 Units/Acre

### DENSITY PER PHASE

Phase I: 258 Multifamily Units  
Phase II: 276 Multifamily Units

### CURRENT USE

Vacant Land

### PRICING

Unpriced



+/- 37.69 ACRES



IN PLACE ZONING  
& ENTITLEMENTS

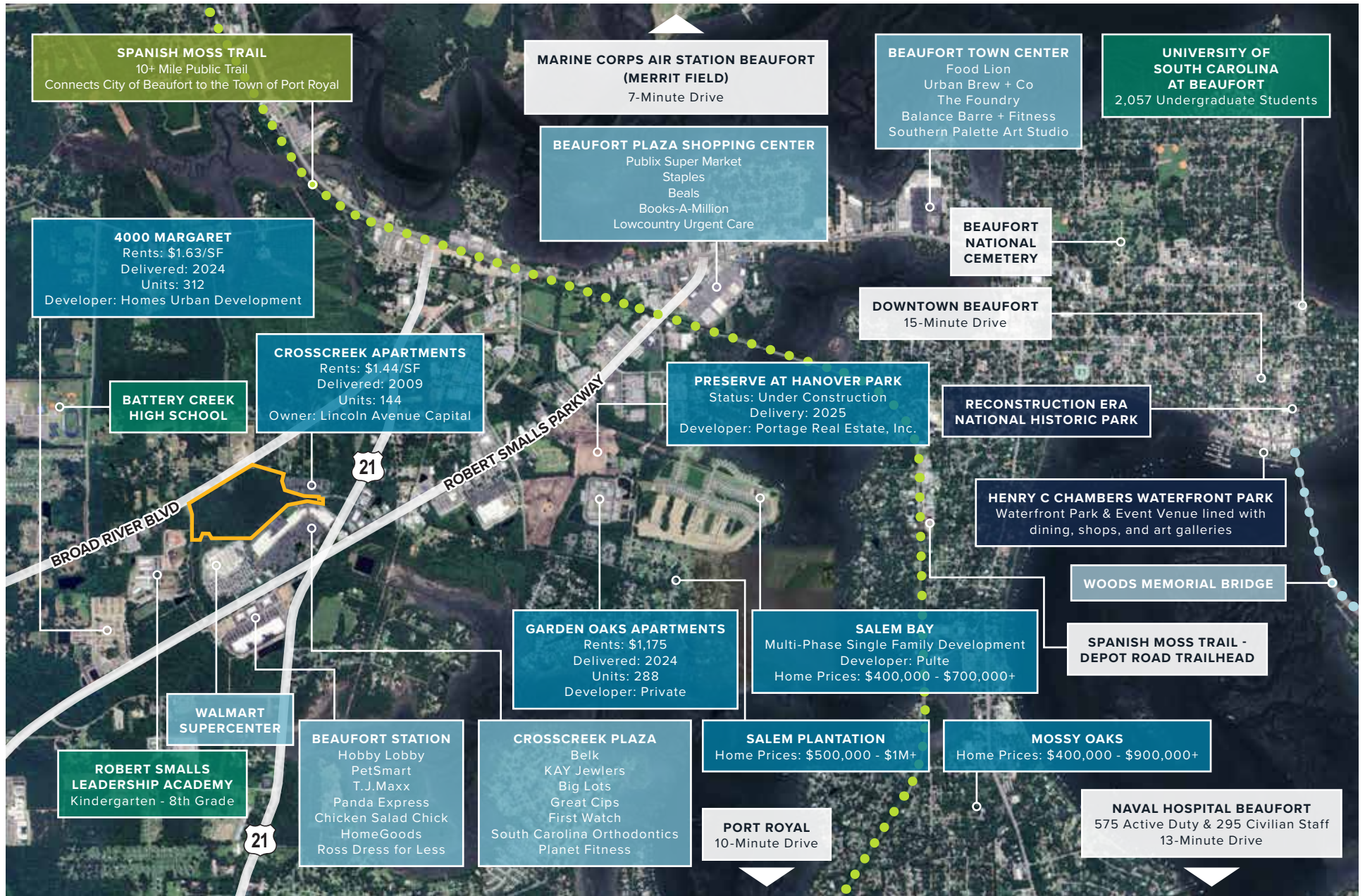


PHASE I: SHOVEL READY  
(258 MULTIFAMILY UNITS)



15 MINUTES  
FROM HISTORIC DOWNTOWN BEAUFORT

# SURROUNDING DEVELOPMENT



■ EDUCATION
 ■ RECREATION
 ■ RESIDENTIAL
 ■ RETAIL



## PREMIER SUBURBAN LOCATION

Watercrest provides the opportunity to develop a premium residential development in a market that has a small town feel with excellent demographics and regional connectivity. Within a 3-mile radius, there has been nearly a 15% increase in population from 2010 - 2025, and an average household income growth of over 50%. Watercrest will additionally benefit from its immediate proximity to retailers and grocery, while being fifteen minutes to the charming historic downtown district, known for its antebellum mansions.

### DRIVE TIME HIGHLIGHTS



**1-MIN**  
**Cross Creek Plaza**  
Publix  
Anchored Shopping Center



**7-MIN**  
**Beaufort Plaza**  
Publix  
Anchored Shopping Center



**15-MIN**  
**Historic Downtown**



**15-MIN**  
**Henry Chambers Waterfront Park**



**15-MIN**  
**Spanish Moss Trail**

### 3-MILE RADIUS DEMOGRAPHIC HIGHLIGHTS

38.1

MEDIAN AGE

1.2%

UNEMPLOYMENT RATE

\$90,635

AVERAGE HOUSEHOLD INCOME

51.9% GROWTH

AVERAGE HOUSEHOLD INCOME  
2010 - 2025

### DEMOGRAPHICS

#### 3-MILE RADIUS

#### 5-MILE RADIUS

#### 10-MILE RADIUS

#### POPULATION

2030 Projection	26,154	45,319	72,891
2025 Estimate	25,250	43,769	70,618
2020 Census	24,872	43,727	70,940
2010 Census	22,071	40,285	65,412
Growth 2010-2025	14.4%	8.6%	8.0%

#### HOUSEHOLDS

2030 Projection	9,987	18,021	27,766
2025 Estimate	9,634	17,385	26,830
2020 Census	9,466	17,234	26,602
2010 Census	8,404	15,586	23,978
Growth 2010-2025	14.6%	11.5%	11.9%

#### AVERAGE HOUSEHOLD INCOME

2030 Projection	\$89,719	\$90,155	\$101,703
2025 Estimate	\$90,635	\$91,282	\$103,102
2010 Census	\$59,676	\$57,813	\$61,504
Growth 2010-2025	51.9%	57.9%	67.6%

#### EDUCATION

College Degree	67.2%	67.0%	67.4%
Unemployment Rate	1.2%	1.6%	1.6%
White Collar Workers	60.7%	62.1%	62.6%
Median Age	38.1	38.1	39.5

Source - Regis

WATERCREST | 5 

# BEAUFORT

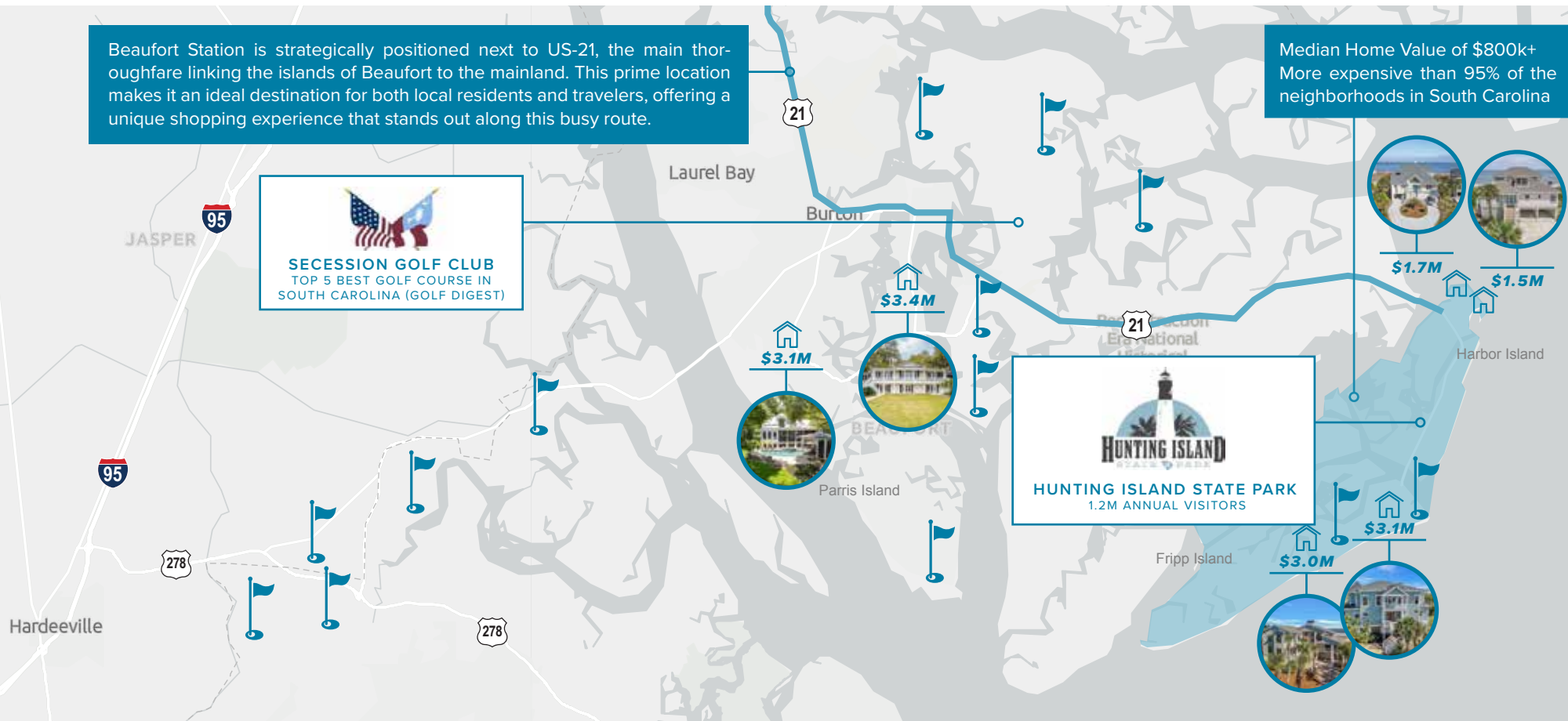
COASTAL COMMUNITIES FLOURISHING WITH AFFLUENCE AND TOURISM

Beaufort Station is strategically positioned next to US-21, the main thoroughfare linking the islands of Beaufort to the mainland. This prime location makes it an ideal destination for both local residents and travelers, offering a unique shopping experience that stands out along this busy route.

Median Home Value of \$800k+  
More expensive than 95% of the neighborhoods in South Carolina

  
**SECESSION GOLF CLUB**  
TOP 5 BEST GOLF COURSE IN  
SOUTH CAROLINA (GOLF DIGEST)

  
**HUNTING ISLAND STATE PARK**  
1.2M ANNUAL VISITORS



2M

ANNUAL VISITORS

\$1.4B

ECONOMIC IMPACT OF  
HOSPITALITY/TOURISM

13%

POPULATION GROWTH  
SINCE 2010

15%

HOUSEHOLD GROWTH  
SINCE 2010

50+

GOLF COURSES



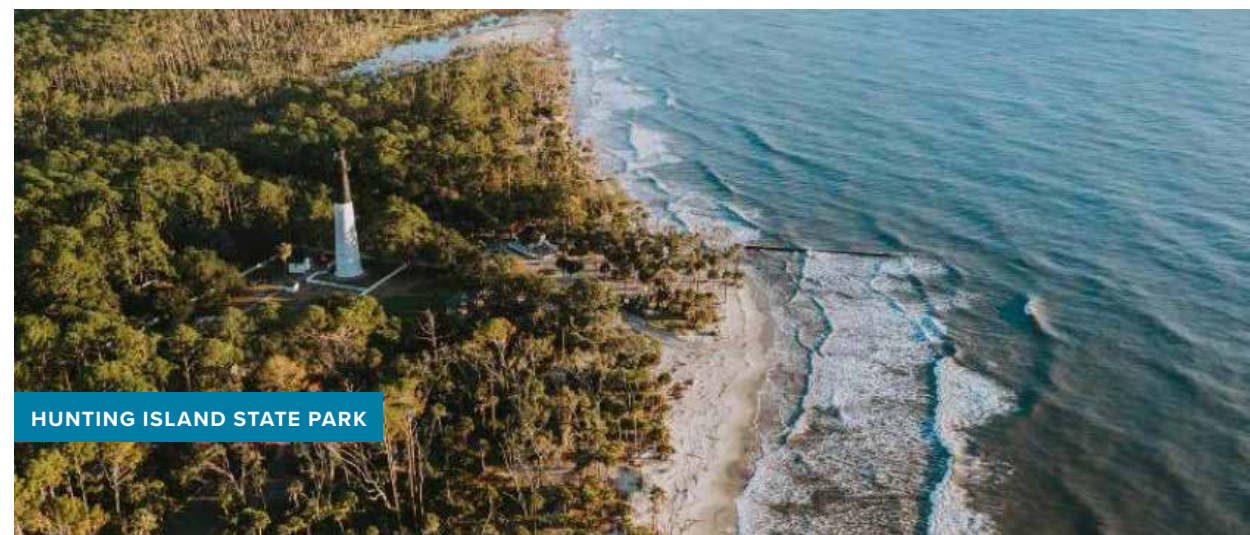
DOWNTOWN BEAUFORT



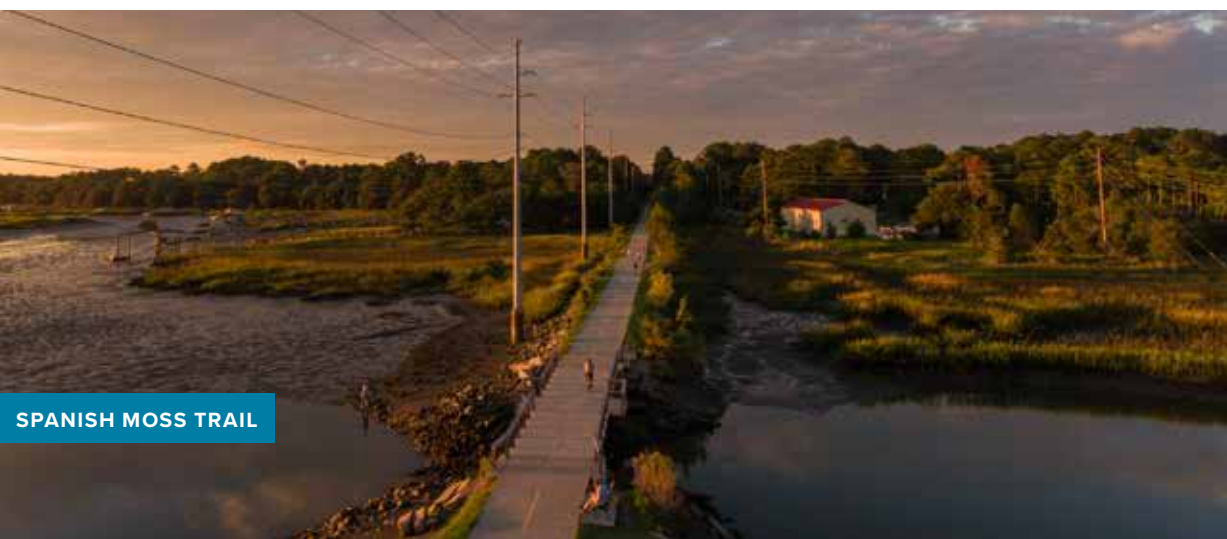
BEAUFORT HISTORIC DISTRICT



HUNTING ISLAND LIGHTHOUSE



HUNTING ISLAND STATE PARK



SPANISH MOSS TRAIL



HENRY C CHAMBERS WATERFRONT PARK

# BEAUFORT, SOUTH CAROLINA

Beaufort is a city located in Beaufort County, South Carolina, situated on Port Royal Island in the state's Lowcountry region. It offers a charming coastal feel, where many residents enjoy the blend of historic architecture, natural beauty, and Southern hospitality.

Beaufort County spans approximately 576 square miles along the Atlantic coast. Beaufort is accessible via U.S. Highway 21 and State Highway 170. The nearest major airports are Savannah/Hilton Head International Airport (about 45 miles away) and Charleston International Airport (about 70 miles away).

Beaufort is attractive to both residents and visitors due to its rich history, beautiful

coastal landscapes, and proximity to larger cities like Charleston, SC and Savannah, GA. The area is known for its antebellum architecture, with many homes and buildings dating back to the pre-Civil War era.

The employment landscape in Beaufort is diverse, with major sectors including military, healthcare, tourism, and education. Notable employers include Marine Corps Recruit Depot Parris Island, Naval Hospital Beaufort, and the Beaufort County School District. The tourism industry also plays a significant role in the local economy, driven by the area's historical sites, beaches, and outdoor recreational opportunities.



2M

ANNUAL VISITORS

13%

POPULATION GROWTH  
SINCE 2010

38

MEDIAN AGE

15%

HOUSEHOLD GROWTH  
SINCE 2010

15%

CHEAPER HOUSING  
COSTS THAN THE US  
AVERAGE

60% / 40%

OWNER / RENTER DIVIDE

50+

GOLF COURSES

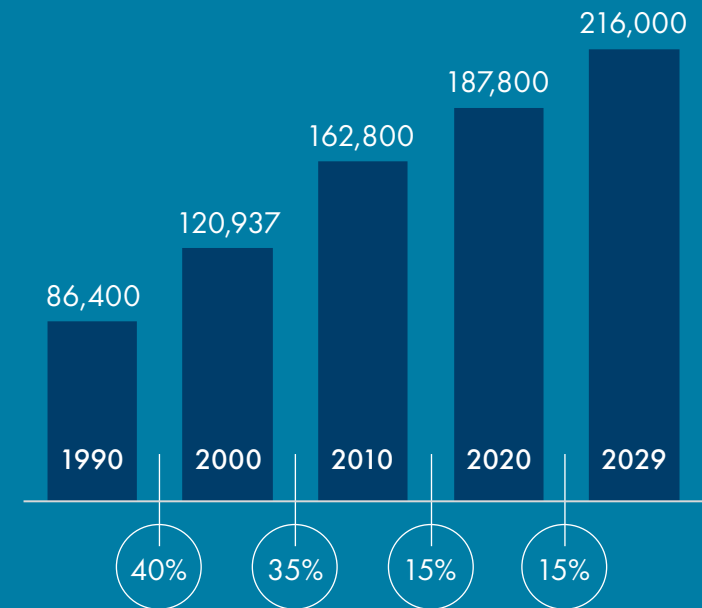
\$1.4B

ECONOMIC IMPACT  
OF THE HOSPITALITY/  
TOURISM INDUSTRY



# BEAUFORT COUNTY POPULATION GROWTH

Beaufort's robust tourism market, coupled with the city's quality of life, have driven staggered population growth in the region. South Carolina was recently recognized as U-Hauls top growth state. Of all the U-Haul movers coming and going from the state in 2024, more than 51.7% were new arrivals.



BEAUFORT POPULATION GROWTH

SOURCE: ESRI

## BEAUFORT DEMOGRAPHICS

### POPULATION

2024 Total	201,800
2029 Projection	216,000
2024-2029 Growth	7%
Bachelors Degree or Higher	35%

### HOUSEHOLDS

2024 Total	76,113
------------	--------

### HOUSEHOLD INCOME

2024 Average	\$92,288
2029 Projection	\$94,983
2024-2029 Projected Growth	2.9%



## ECONOMIC DRIVERS & COMPETITIVE ADVANTAGES

### LOW TAX BURDEN

South Carolina offers competitive tax rates that benefit both individuals and businesses. The state provides various tax incentives for business development, making it an attractive location for entrepreneurs and corporations looking to establish a presence in a cost-effective manner.

### BUSINESS FRIENDLY

Beaufort is recognized for its favorable business climate, supported by local initiatives aimed at encouraging small business growth and innovation. The city's thriving tourism and hospitality sectors underscore its reputation as a welcoming environment for new enterprises.

### MILITARY INFLUENCE

The proximity of Marine Corps Air Station Beaufort and Marine Corps Recruit Depot Parris Island significantly impacts the local economy. These installations provide extensive employment opportunities and contribute millions of dollars through contracts, salaries, and infrastructure projects, bolstering various local industries.

### QUALITY OF LIFE

Beaufort is known for its stunning coastal beauty, historic charm, and Southern hospitality, creating an exceptional quality of life. Its mild climate, ample recreational activities, and vibrant arts scene attract retirees, families, and professionals seeking a balanced lifestyle in a picturesque setting.

### STRATEGIC LOCATION

With easy access to major cities like Charleston and Savannah, Beaufort benefits from strategic connectivity that supports commuting, tourism, and business operations. Its position in the heart of the Lowcountry enhances its appeal as a hub for cultural and outdoor activities.

# No. 1

BEST COUNTY TO LIVE IN SC

(24/7 WALL ST 2024)

# No. 2

BEST SMALL TOWNS IN THE SOUTH

(SOUTHERN LIVING 2023)

# No. 1

GROWTH STATE IN THE US

(U-HAUL 2024)

# No. 2

BEST PLACES TO RETIRE

(YAHOO FINANCE 2024)

# No. 1

FRIENDLIEST TOWN IN THE US

(THETRAVEL.COM 2024)

# MILITARY INSTITUTIONS DRIVE ECONOMY



## MCAS BEAUFORT

Marine Corps Air Station Beaufort is the home of the Marine Corps' Atlantic Coast fixed-wing, fighter-attack aircraft assets.

EMPLOYMENT:

**6,877**

LABOR INCOME:

**\$354.2M**

ECONOMIC IMPACT:

**\$746.2M**



## MCRD PARRIS ISLAND

The Marine Corps Recruit Depot at Parris Island has trained enlisted males since 1915, and enlisted females since 1949. Marines have trained on the Depot during each major conflict of the 20th and 21st century.

EMPLOYMENT:

**6,675**

LABOR INCOME:

**\$374.9M**

ECONOMIC IMPACT:

**\$805.6M**



## NAVAL HOSPITAL BEAUFORT

In operation since 1949, Naval Hospital Beaufort consists of the hospital and two Branch Health Clinics — one at MCRD Parris Island, and the other at MCAS Beaufort.

EMPLOYMENT:

**1,568**

LABOR INCOME:

**\$109.2M**

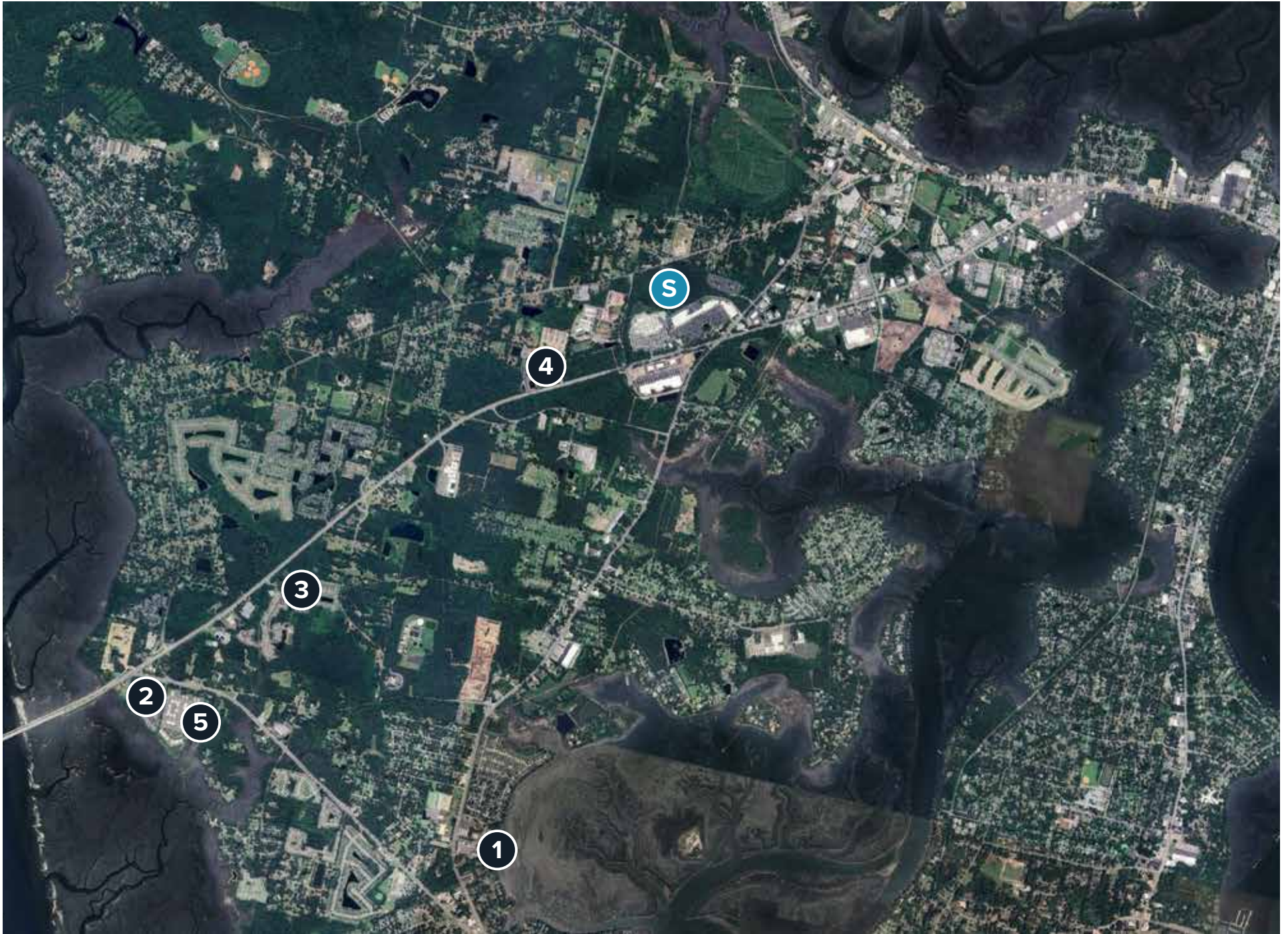
ECONOMIC IMPACT:

**\$221.8M**

# RENT COMPARABLES



	Name	Rent	Rent/SF	Vacancy	Total Units	Year Built	Area	Building Levels	True Owner	Manager	Status
1	Eventide	\$1,877	\$1.94	9%	212	2020	969	3	Johnson Development Associates, Inc.	Greystar	Stabilized
2	Parc at Broad River	\$2,017	\$1.89	7%	246	2016	1,065	3	Carter-Haston Real Estate Services, Inc.	Carter-Haston Real Estate Services, Inc.	Stabilized
3	Broad River Village	\$1,305	\$1.67	4%	280	2023	781	3	Pedcor Companies	RBM	Stabilized
4	4000 Margaret	\$1,822	\$1.62	45%	312	2024	1,124	2	Homes Urban Development	Greystar	Lease up
5	Legends North of Broad	\$1,911	\$1.54	11%	304	2020	1,239	3	United Residential Properties Management, LLC	United Residential Properties Management, LLC	Stabilized
AVERAGES		\$2,053	\$2.32	87%	216	2022	947	4			



## INVESTMENT ADVISORS

### **TEDDY HOBBS**

Director  
919.424.8157  
teddy.hobbs@jll.com

### **HUNTER BARRON**

Managing Director  
704.526.2840  
hunter.barron@jll.com

## DEBT & STRUCTURED FINANCE

### **TRAVIS ANDERSON**

Senior Managing Director  
704.526.2806  
travis.anderson@jll.com

### **TAYLOR ALLISON**

Senior Director  
919.573.4647  
taylor.allison@jll.com

## ANALYSTS

### **LAURA HOUCHENS**

Associate  
804.855.8165  
laura.houchens@jll.com



#### *About JLL*

*For over 200 years, JLL (NYSE: JLL), a leading global commercial real estate and investment management company, has helped clients buy, build, occupy, manage and invest in a variety of commercial, industrial, hotel, residential and retail properties. A Fortune 500 company with annual revenue of \$20.9 billion and operations in over 80 countries around the world, our more than 103,000 employees bring the power of a global platform combined with local expertise. Driven by our purpose to shape the future of real estate for a better world, we help our clients, people and communities SEE A BRIGHTER WAYSM. JLL is the brand name, and a registered trademark, of Jones Lang LaSalle Incorporated. For further information, visit [jll.com](http://jll.com).*