

1Q 2023 | RETAIL MARKET REPORT



Inventory
55,676,843 SF



Market Rent/SF
\$14.04



Vacancy
3.6%



Availability
2,238,808 SF | 4.0%



Net Absorption
150,018 SF



Under Construction | Delivered
175,9366 SF | 38,182 SF

Calhoun, Fairfield, Kershaw, Lexington,
Richland, & Saluda Counties

County	Inventory	Rental Rate	Vacancy	Availability	Net Absorption	Under Construction
Calhoun	402K SF	\$11.86	5.3%	5.3%	(20K) SF	-
Fairfield	739K SF	\$6.78	0.7%	3.0%	9,350	-
Kershaw	3.2 MSF	\$21.46	1.6%	2.6%	514 SF	28K SF
Lexington	20.1 MSF	\$12.08	4.0%	3.6%	66K SF	16K SF
Richland	30.7 MSF	\$15.20	3.5%	4.3%	93K SF	14K SF
Saluda	448K SF	\$6.22	9.6%	12.4%	-	10K SF



COLUMBIA CBD & FOREST ACRES | INVENTORY 6.5 MSF

VACANCY Q1: 3.3% Q4: 3.2% RENTAL RATE Q1: \$20.96 Q4: \$20.88 ABSORPTION Q1: (6K) SF Q4: 27K SF

CAYCE/WEST COLUMBIA & LEXINGTON | INVENTORY 12.4 MSF

VACANCY Q1: 2.5% Q4: 2.8% RENTAL RATE Q1: \$12.13 Q4: \$12.29 ABSORPTION Q1: 61K SF Q4: 8,458 SF

DUTCH FORK/IRMO & ST ANDREWS | INVENTORY 11.2 MSF

VACANCY Q1: 5.0% Q4: 5.7% RENTAL RATE Q1: \$12.32 Q4: \$12.89 ABSORPTION Q1: 75K SF Q4: (70K) SF

Source: CoStar

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MIDLANDS MARKET REVIEW

Leasing activity and net absorption improved through the first half of 2022 after recovering from a tumultuous year in 2020. Leasing activity has since cooled going into the tail end of 2022. The vacancy rate in Columbia is 3.6% and has remained near historic lows. Rent growth has continued to outpace national trends. Rents in the metro average roughly \$16.20, making space here more affordable than nearby metros such as Charleston or Charlotte, but population and job growth in Columbia is less intense than these other markets, slowing the trajectory of longer-term consumer spending growth.

Still, the University of South Carolina’s continued enrollment growth and the relatively steady employment base created by state government agencies in the state capital help produce steady, if slower, returns. Investor interest in the market continues, and roughly \$275 million has traded over the past year.

Retailers and employers here benefit from a business-friendly environment, which has helped the state of South Carolina attract new employers. In recent years, large corporations including Aflac, Capgemini, Amazon, and Mark Anthony Brewing have relocated to or expanded in the Columbia market and added several thousand jobs. The University of South Carolina is also located here and is home to over 30,000 students, with steadily growing enrollment.

Source:  CoStar

NOTABLE 1Q TRANSACTIONS



2720 Decker Boulevard | Columbia, SC
9,900 SF
Patrick Palmer, CCIM | Bobby Balboni



Village at Sandhill | Columbia, SC
6,000 SF
Patrick Palmer, CCIM | Bobby Balboni



452 Killian Road | Columbia, SC
1,901 SF
Ben Kelly, III, CCIM | Patrick Chambers | Jack Springs

MIDLANDS SC DEMOGRAPHICS

	POPULATION	HOUSEHOLDS	MEDIAN HOUSEHOLD INCOME	MEDIAN AGE	UNEMPLOYMENT RATE
	829,470	331,048	\$61,913	37.9	3.5%

ABOUT NAI COLUMBIA

NAI Columbia is a full-service commercial real estate firm located in Columbia, South Carolina, providing customized brokerage, property management, project management, development, research and consulting services throughout the Columbia, S.C., region and beyond. With its commitment to improving the region’s commercial real estate landscape, NAIC does things differently. As a broker-owned firm with over 200 years of combined local experience among its eight partners, NAIC provides creative solutions with an entrepreneurial and flexible approach. NAIC launched on Jan. 1, 2019, and later merged in 2023, as a partnership between NAI Earle Furman in Greenville, S.C., along with eight local principals that served as senior brokers with NAI Avant. NAI Avant derived from national real estate developer Edens and Avant, which was founded in Columbia, S.C. in 1966. NAI Avant continued serving the Midlands before its sunseting and reformation as NAI Columbia under new leadership and a new company structure. NAIC is a member of NAI Global, the single largest, most powerful global network of owner-operated commercial real estate brokerage firms, which includes over 6,000 local market professionals in over 375 offices worldwide. For more information visit www.naicolumbia.com.