Healthy Columbia Market Mimics Larger Market Trends

The Columbia Office market remains healthy as we approach year end 2018. Vacancy continues to decline and the rental rates for Class A and B space continue to rise. “We could potentially see a dip in the overall rental rate largely because the quality product is limited and most of the offerings will exist within Class B and C properties,” says NAI Avant broker Peyton Bryant.

Furthermore, Columbia is starting to see some of the office trends that have existed this year in larger markets—trends such as co-working space (increasing), largely open floor plans to cultivate collaboration and teamwork, and floating desks that allow employees to work at a different spot each day. These trends targeted at the millennial office user have driven the demand for open space that often has a historic/adaptive reuse element to further impact the working experience.

There are currently no cranes moving around in downtown Columbia building new office product. This is potentially due to surging construction costs, rising interest rates, and increasing land costs. The rising land cost downtown has been primarily driven by the explosive growth of the amenity rich student apartments and sustained hotel development. Top of the market Class A rates do not justify new project feasibility at this time.

However, with the expanding population and increasing university enrollment, new construction and continued renovation projects are a must if Columbia plans to retain a talented office workforce. Columbia’s business-friendly environment should continue to attract new firms further solidifying the promising outlook. The Central Business District continues to evolve as the revitalization of historic buildings creates unique opportunities for office seekers. Demand for the limited product of Class A available space will remain intense and highly competitive in particular in the CBD.
Columbia MSA
Office Market Report
3rd QTR 2018

Vacancy Rates
Central Business District watches as vacancy drops for 2nd straight quarter, lowest mark in nearly a year.

Rental Rates
Ebbs and flows continue, rental rates in the Central Business District reach new heights.

Market Activity
With downtown office space limited, activity in the suburbs continues to gain traction.
Submarket Statistics

Significant Transactions

ST ANDREWS
SYNERGY BUSINESS PARK
BUSH RIVER AT I20
315,919 SF
CLASS B OFFICE PORTFOLIO
SALE DATE: 08/27/2018
Price: $24,249,999
Price per SF: $82.39

CBD
BROWN BUILDING
1730 MAIN STREET
12,695 SF
CLASS B OFFICE/RESIDENTIAL
SALE DATE: 09/04/2018
Price: $1,800,000
Price per SF: $141.79

CBD
1619 SUMTER STREET
18,620 SF
CLASS C OFFICE
SALE DATE: 09/27/2018
Price: $1,479,000
Price per SF: $79.43
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As a full-service company, headquartered in Columbia SC, our brokerage, development, management and consulting services are tailor-made to meet the specific needs of each assignment, from single transactions to coordinating the delivery of multiple services over broad geographic areas. As a spin-off of the over $6 billion EDENS (formerly Edens & Avant), NAI Avant traces its roots back to 1966.

Through our professional and network affiliations, we effectively and efficiently deliver our services at the local, regional, national and global levels.

Creativity and experience combined with quality research and support, have been the hallmark of NAI Avant’s brokerage staff that has been South Carolina’s leading performer for nearly three consecutive decades.

Our Depth of Experience Includes

- Investment Sales
- Healthcare Real Estate Services
- Retail Sales and Leasing
- Property and Project Management Services
- Office Sales and Leasing
- Industrial Sales and Leasing
- Special Asset and Receivership Services
- Tenant Representation
- Corporate Advisory Services
- Site Selection and Land Sales
- Fee Development and Build-to-Suit Services
- Mixed-Use Urban Infill

NAI GLOBAL

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Featured Listings

FOR LEASE
St. Andrews
SYNERGY BUSINESS PARK
1-20 AT BUSH RIVER ROAD
±1,200-7,336 SF
Lease Rate: $15.50-$16.00 PSF FULL SERVICE

FOR LEASE
Northeast Columbia
8910 TWO NOTCH ROAD
±2,757-7,076 SF OF HIGH QUALITY OFFICE SPACE IN BB&T BUILDING
Lease Rate: $15.95 PSF FULL SERVICE

FOR LEASE
Forest Acres
LANDMARK OFFICE PARK
3600-3700 FOREST DRIVE, 3710 LANDMARK DRIVE
TURN KEY OFFICE SUITES
Lease Rate: $17.25 PSF

FOR LEASE
Downtown Columbia
HISTORIC SCHULTE UNITED BUILDING
1624 MAIN STREET
±11,180 SF ON TWO FLOORS
Lease Rate: $23.00 PSF FULL SERVICE

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