

FOR LEASE

±5,300 SF of Ground Floor Retail Space Available
Below a new 430-bed Student Living Community



PALMETTO PLACE
604 Huger Street
Columbia, SC 29201



Single or Multi-Tenant Options

NAIColumbia

Property Summary

±5,300 SF ground floor retail space located in the heart of downtown Columbia, South Carolina. Property is nestled in the heart of the University of South Carolina campus, **home to more than 40,000 students**.

Directly beneath a new, **174 unit (430 beds) mixed-use student housing project**.

Traffic Counts

Huger Street	29,200 VPD (Station 123)
Blossom Street	25,500 VPD (Station 121)

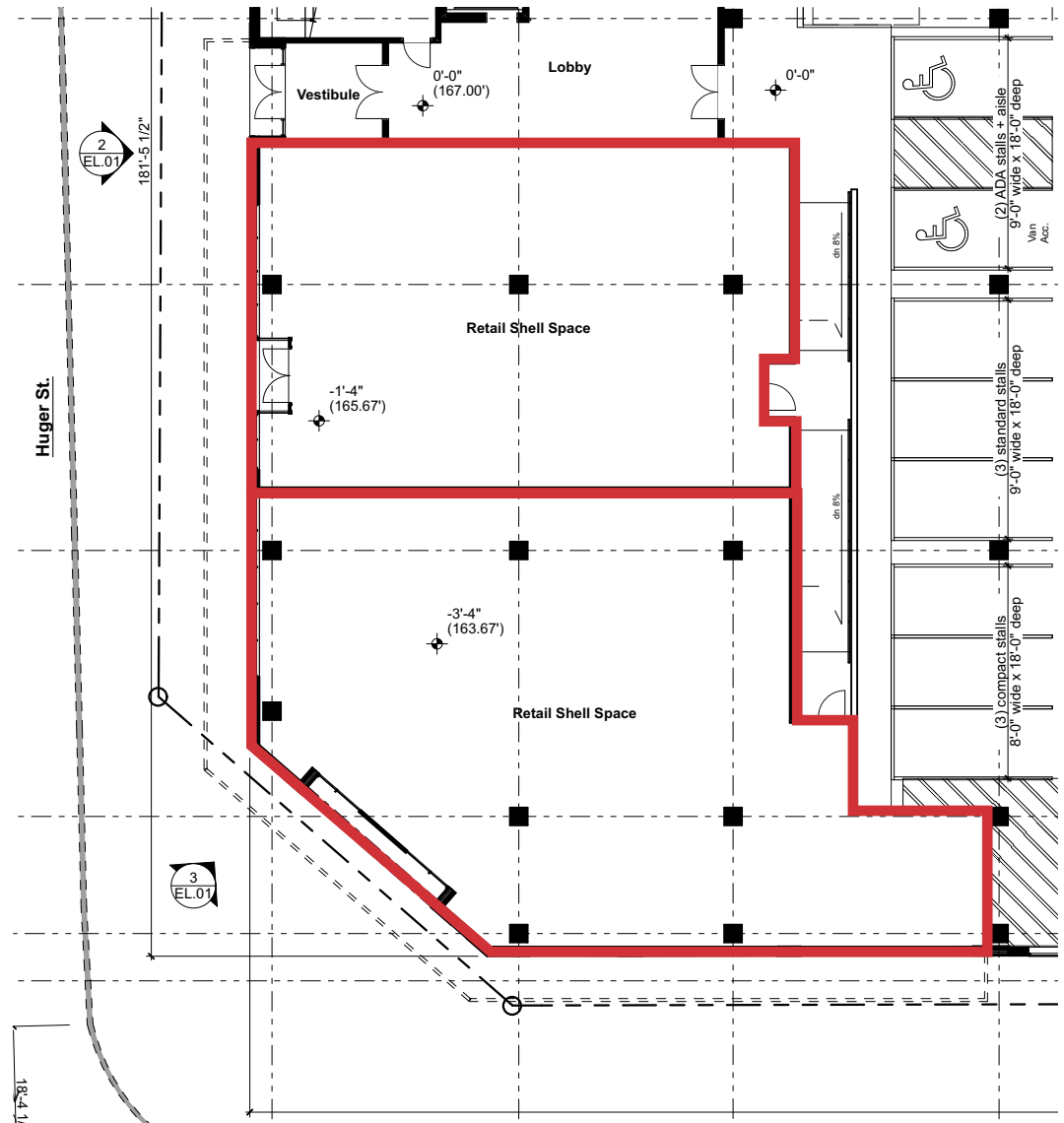
Location

- Strong fundamentals of surrounding households, household income, and nearby schooling.
- Zoning: Mixed Commercial - City of Columbia - Innovista Design Overlay District
- Ample Parking of **263 parking spaces via garage, 2-levels shared with residents**.
- Property is located across the street from Founders Park, the University of South Carolina's baseball stadium, **which ranked 5th nationally in attendance in 2025**.

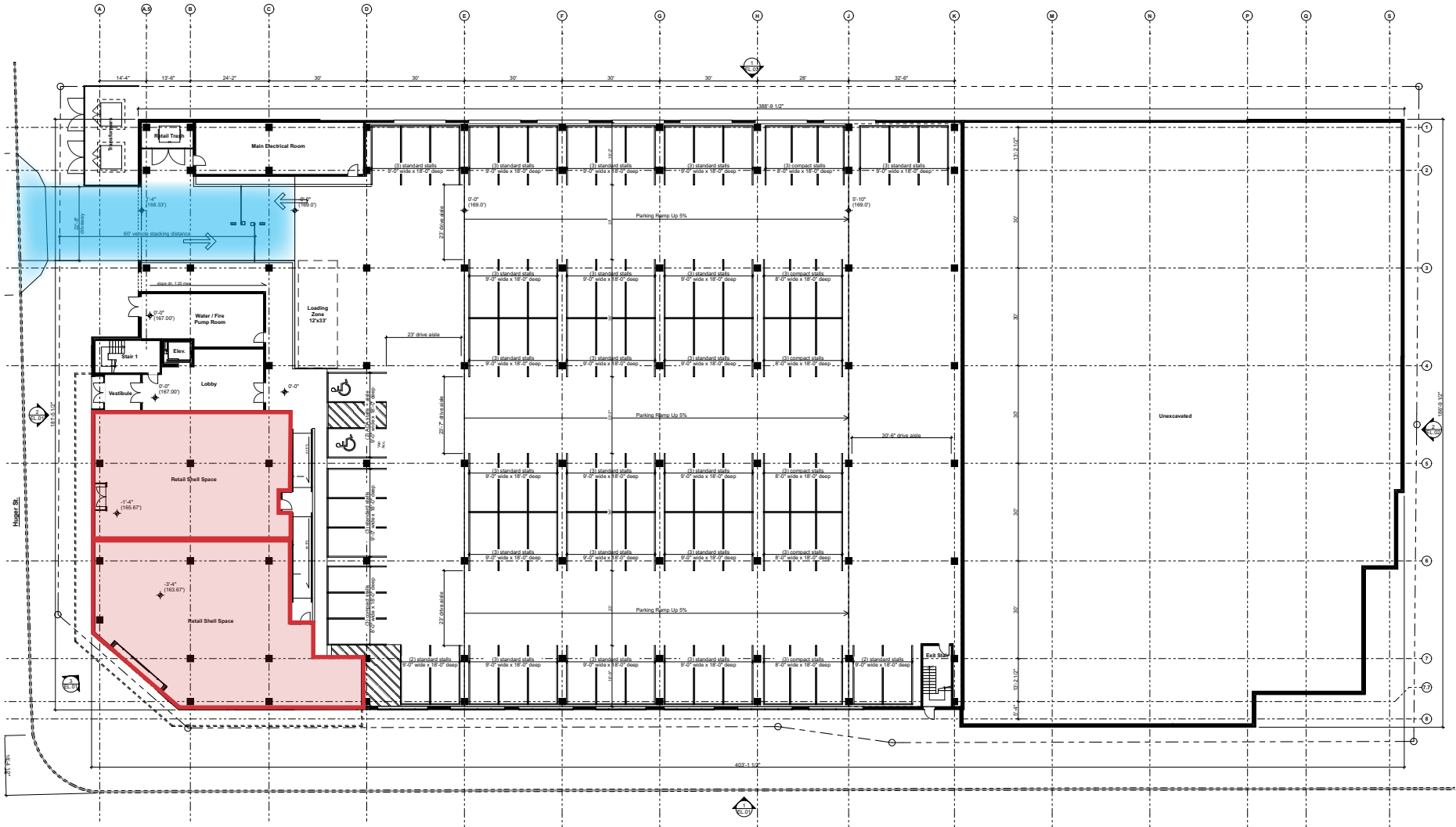


- Premier retail opportunity reaching USC students, Vista patrons and visitors to Colonial Life Arena and Koger Center.
- Up to ±5,300 SF of ground floor retail space designed for one or two suites with flexible demising options.
- Ideal for fast casual or full-service restaurants, retailers, fitness, esthetics and wellness, or flex office.
- Space will be delivered as a cold dark shell with market TIA, dependent on lease terms and tenant creditworthiness.
- Target delivery of the retail space is August 2026, with students slated to moved in August 1, 2026, for the Fall Semester.

Lease Rate
\$40.00 - \$42.00 / SF, NNN
(depending on size)



Demising wall separating suites can be moved



1 Floor Plan - Ground Floor (Huger St. Level)
EPT.01 SCALE: 1/8" = 1'-0"



Palmetto Place

Palmetto Place is a six-story, 174-unit residential and mixed-use project in downtown Columbia, South Carolina. Located on the corner of Blossom and Huger streets, a busy intersection near downtown and the University of South Carolina. The development is designed to include a mix of one, two, and three-bedroom apartments, a parking garage with over 260 spaces, and around 5,300 square feet of ground-floor retail space. This is the latest development that is apart of the city's Innovista project which aims to transform the area—roughly bounded by Gervais, Assembly, Catawba, and the Congaree River—into a mixed-use, vibrant urban neighborhood.



Blossom Street & Huger Street

The intersection of Blossom and Huger Streets, where the project is located, is home to several recent housing developments. The Palmetto Compress and Greene Crossing, adjoining Palmetto Place, currently houses a combined 1096 student bedrooms. Park Place, a 700 bed student housing complex is located directly across Blossom Street. VERVE Columbia, currently being constructed, will host 700 beds along with ground level retail. Gateway 737 is located 0.5 miles to the northeast of the site and was delivered in 2025, and is comprised of 940 beds and additional office and retail space.



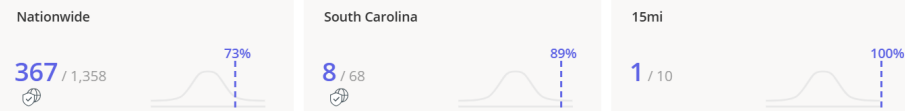


Selected Chain Foot Traffic Rankings by Placer.ai Ranked by YTD Visits Chainwide September 2024 - August 2025

Ranking Overview



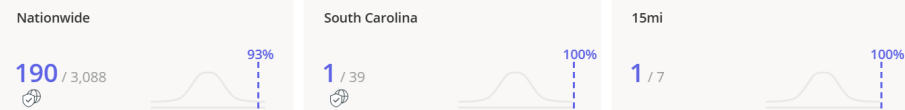
Publix
Gervais St, Columbia, SC



Ranking Overview



Chipotle Mexican Grill
Gervais St, Columbia, SC



Ranking Overview



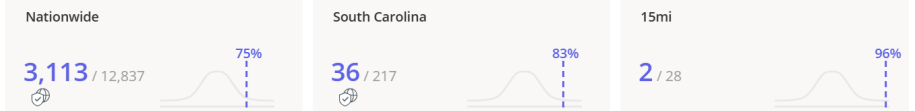
Five Guys
Senate St, Columbia, SC



Ranking Overview



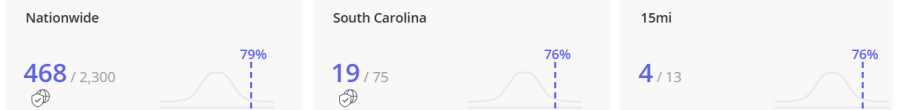
McDonald's
Gervais St, Columbia, SC



Ranking Overview



Chick-fil-A
Harden St, Columbia, SC



Ranking Overview

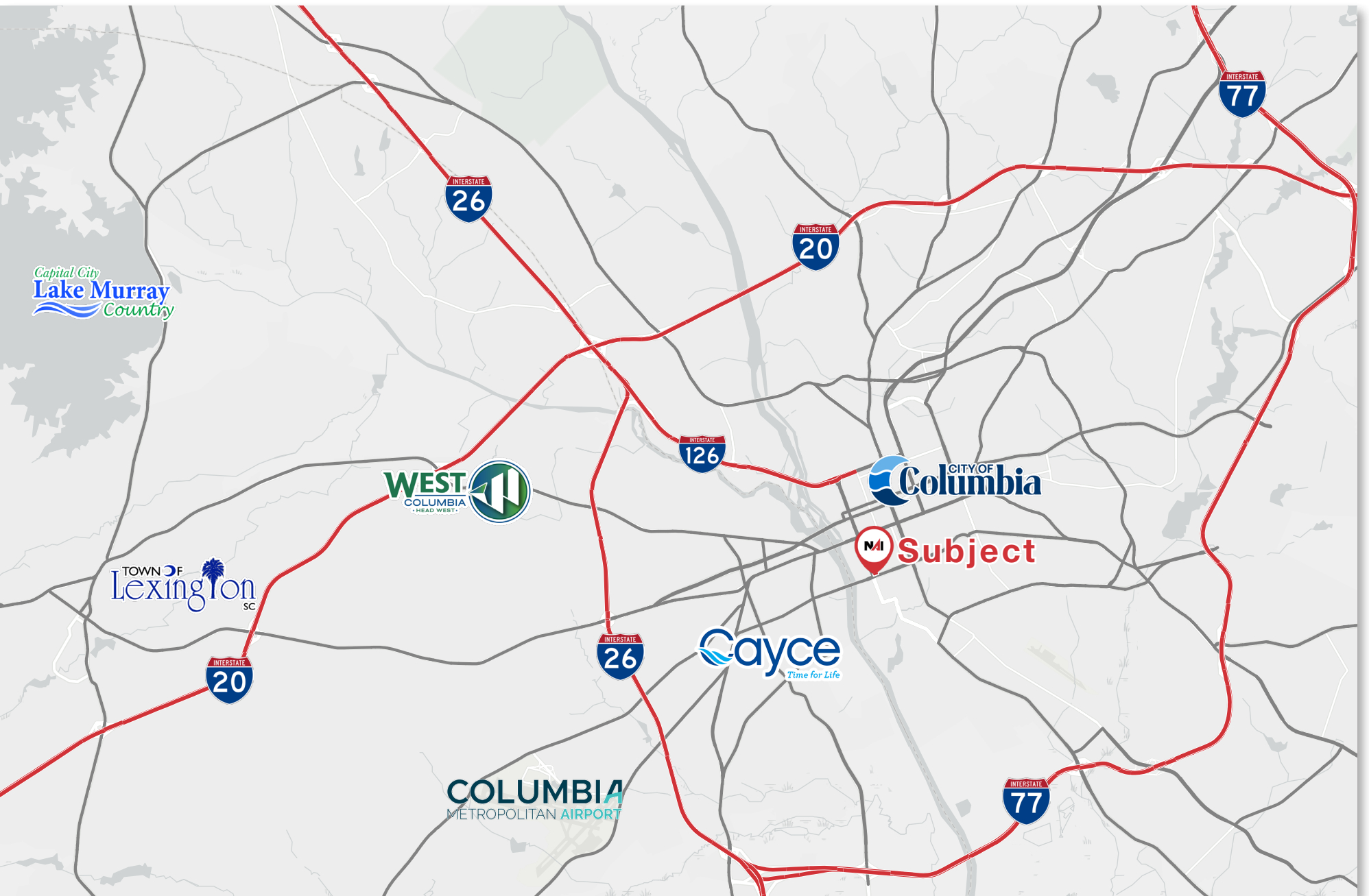


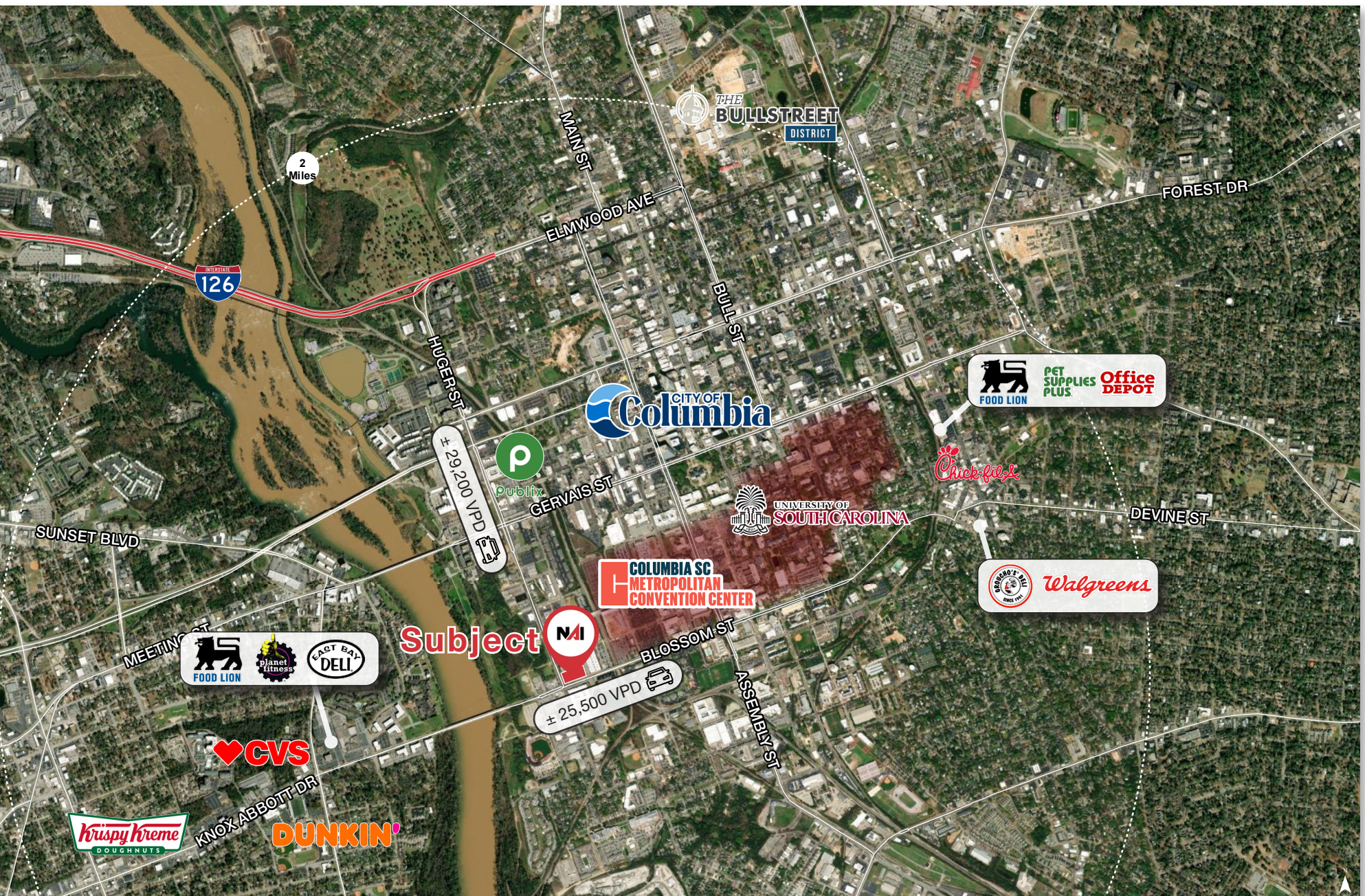
Jimmy John's
Gervais St, Columbia, SC











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