

# Offering Memorandum

Final Pad Site Remaining  
Directly Across from Publix  
Anchored Shopping Center

Developed by Rock Properties  
Leased by NAI Columbia



## 4600 HARDSCRABBLE ROAD COLUMBIA, SC

**NAI Columbia**

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**ROCK VENTURES**

# DEVELOPMENT Highlights

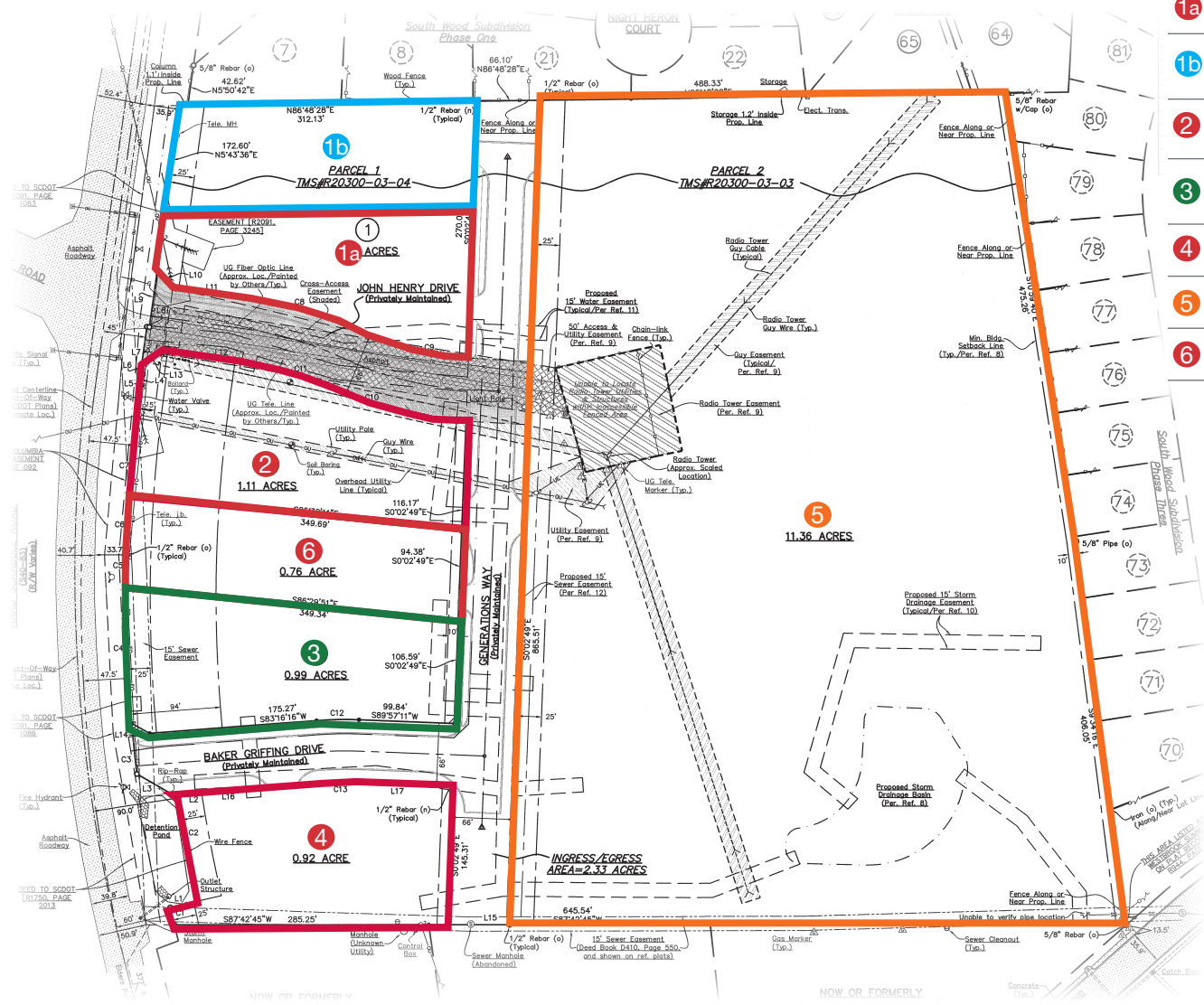
## 4600 Hardscrabble Road

- Final pad-site remaining in a new commercial development that is directly across from a top-performing Publix-anchored shopping center.
- The site is strategically located at the signalized intersection of Hardscrabble Rd. (21,600 VPD) and Lee Rd. (13,100 VPD). Hardscrabble Road was recently widened to four lanes.
- Parcel delivered with off-site detention to maximize usable acreage. All utilities in-place.
- Zoning: GC (General Commercial)
- Valvoline, Guthrie's Fried Chicken, Fifth Third Bank, and AcharaVet Clinic have already been announced for the project.
- Blistering population growth – Over 26 percent population growth since 2010 census within a five-mile radius.



# OVERALL Site Plan

4600 Hardscrabble Road



## Development Plan

1a	0.93 AC	FIFTH THIRD	Leased
1b	0.74 AC	Available for Ground Lease	Available
2	1.11 AC	Guthrie's	Sold
3	0.99 AC	National Automotive Tenant	Lease Pending
4	0.92 AC	AcharaVet Caring for pets and those who care for them	Sold
5	11.35 AC	Not Owned	
6	0.76 AC	Valvoline	Leased

# SURROUNDING Retail - Rankings

4600 Hardscrabble Road

Selected Chain Foot Traffic Rankings by Placer.ai  
Ranked by 2024 Annual Visits Chainwide

### Ranking Overview

**Food Lion Grocery Store**  
4760 Hard Scrabble Rd, Colu... # 586



### Ranking Overview

**Publix**  
4611 Hard Scrabble Rd, Colu... # 829



### Ranking Overview

**McDonald's**  
4301 Hardscrabble Rd, Colu... # 8278



### Ranking Overview

**Murphy USA**  
4546 Hardscrabble Rd, Colu... # 8902



### Ranking Overview

**O'Reilly Auto Parts**  
4510 Hard Scrabble Rd, Colu... # 5160



### Ranking Overview

**SONIC Drive In**  
4436 Hard Scrabble Rd, Colu... # 5161



# SITE Aerial

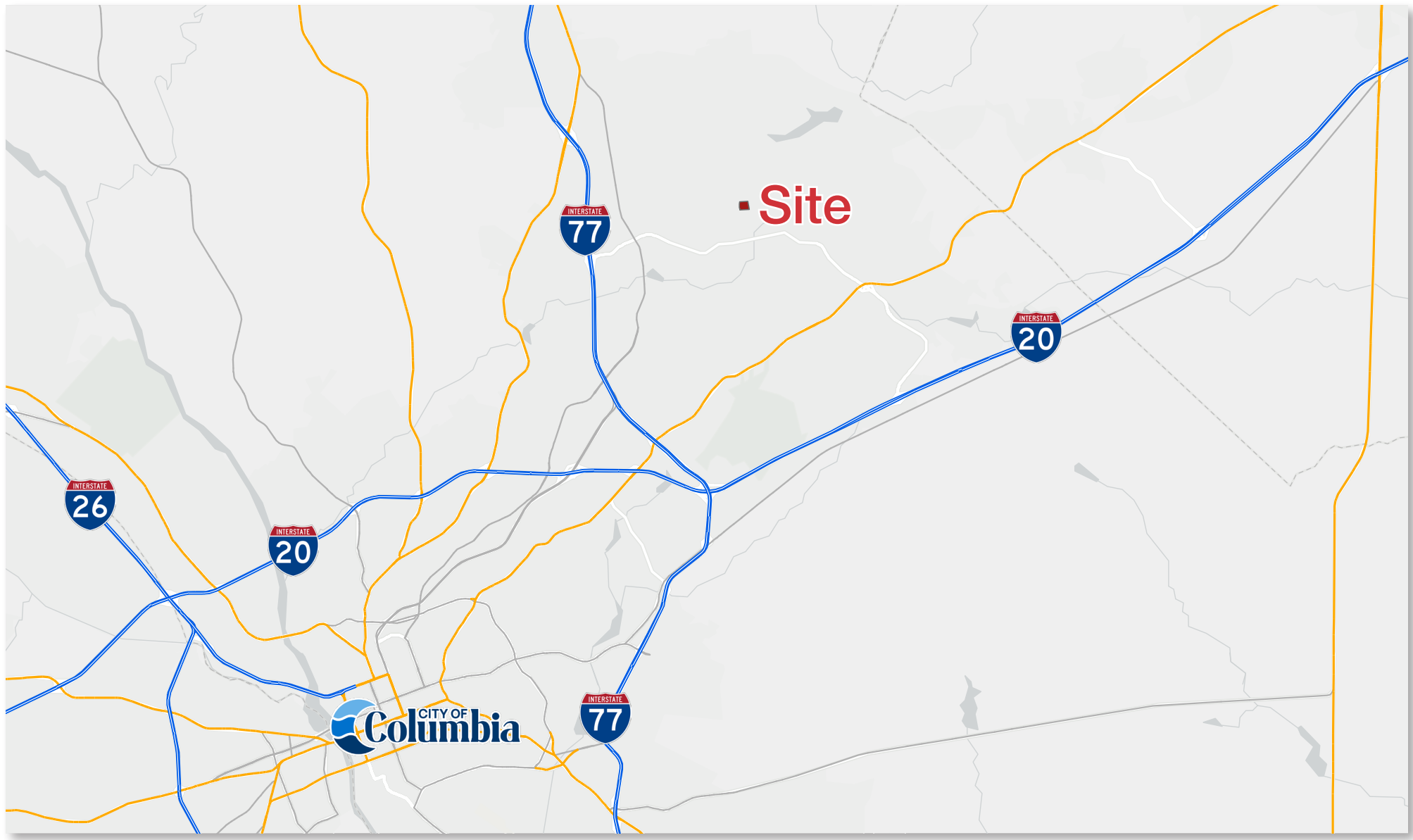
4600 Hardscrabble Road



December 2025

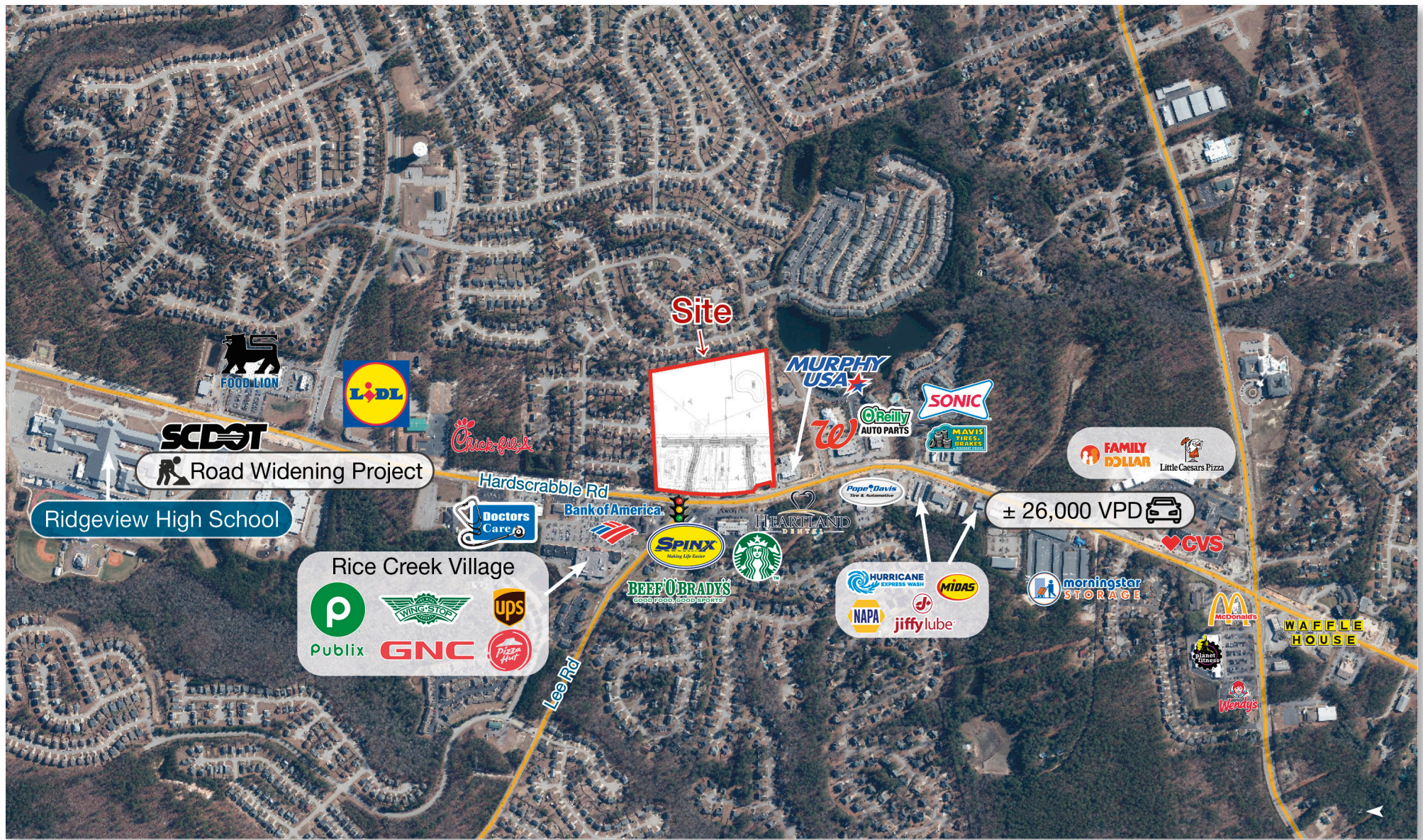
# LOCATION Map

— 4600 Hardscrabble Road



# POINTS of Interest

4600 Hardscrabble Road



# DEMOGRAPHIC Profile

4600 Hardscrabble Road

## 1 MILE RADIUS

Summary	2024	2029
Population	9,666	10,289
Households	3,835	4,214
Families	2,739	2,886
Average Household Size	2.52	2.44
Owner Occupied Housing Units	3,035	3,298
Renter Occupied Housing Units	955	917
Median Age	37.1	38
Average Household Income	\$90,007	\$108,121

## 3 MILE RADIUS

Summary	2024	2029
Population	67,401	70,146
Households	23,765	26,870
Families	18,574	19,647
Average Household Size	2.65	2.60
Owner Occupied Housing Units	20,778	22,495
Renter Occupied Housing Units	4,559	4,375
Median Age	37.9	38.5
Average Household Income	\$103,173	122,047

## 5 MILE RADIUS

Summary	2024	2029
Population	114,932	119,072
Households	44,253	46,751
Families	31,107	32,747
Average Household Size	2.58	2.53
Owner Occupied Housing Units	33,983	36,610
Renter Occupied Housing Units	10,270	10,141
Median Age	38.5	39.1
Average Household Income	\$103,553	\$122,556

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