



FT. JACKSON AREA
COLUMBIA, SC

ROSEWOOD CROSSING



- Major Redevelopment
- Limited Small Shops Available
- 4400 Fort Jackson Blvd



ROSEWOOD CROSSING



Join Marshalls, Michaels & Petsmart
Limited Small Shops Available



Major Redevelopment



Located at Devine St, Garners Ferry & Rosewood Dr



Call Andy Govan Leasing: 800-446-3289



A Bright-Meyers Development Project

Fletcher Bright Company

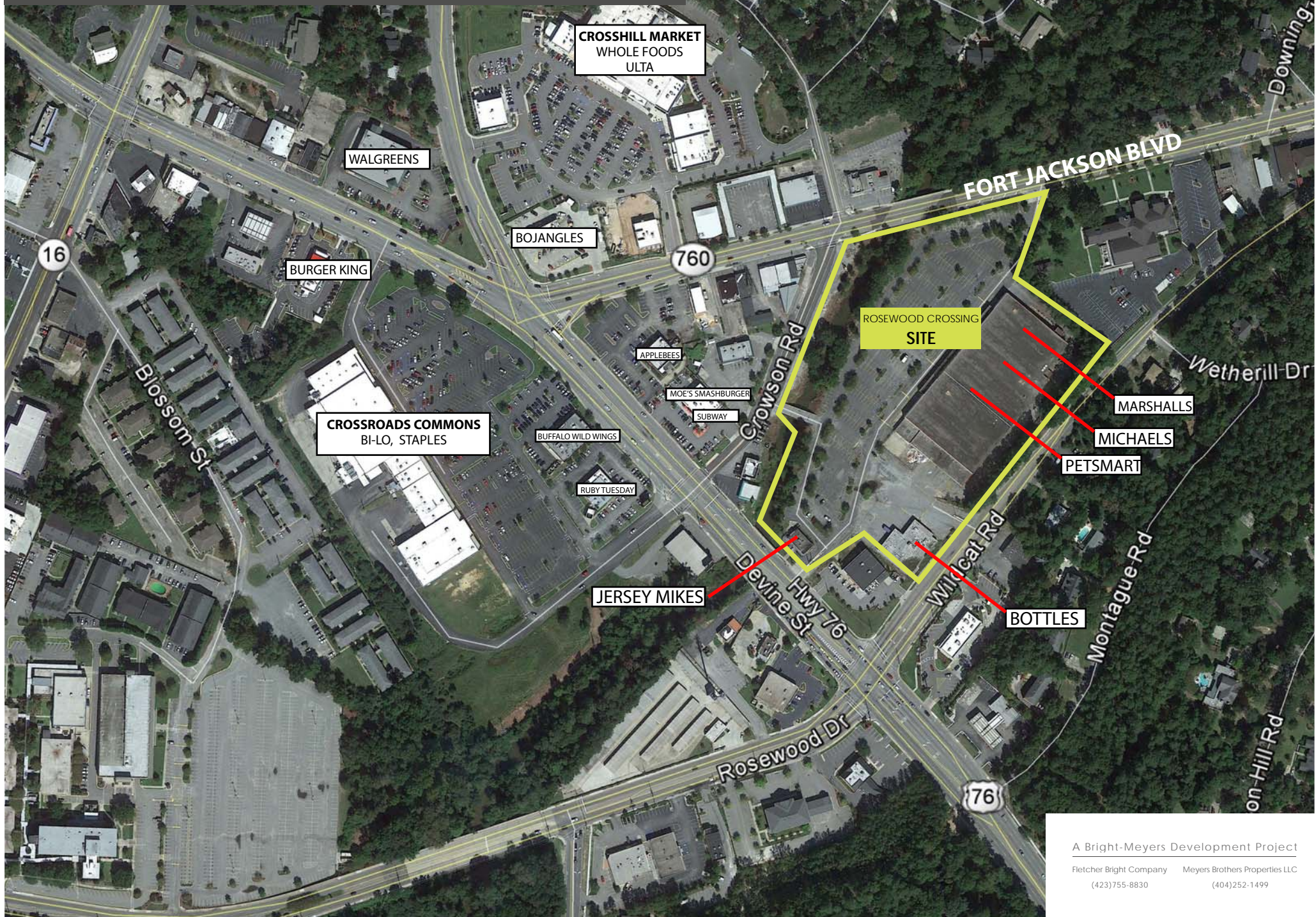
Meyers Brothers Properties LLC

(423)755-8830

(404)252-1499

ROSEWOOD CROSSING

Columbia, SC



A Bright-Meyers Development Project

Fletcher Bright Company Meyers Brothers Properties LLC

(423)755-8830

(404)252-1499

DOWNTOWN COLUMBIA

USC

2 MILE RADIUS
 2015 Population: 34,216
 2015 Avg HH Income: \$87,729

Rosewood Crossing shopping center is within 3 miles of the USC campus, which has grown from 23,728 students in 2000 to 32,972 in 2014, an increase of 38%

ROSEWOOD CROSSING Columbia, SC AERIAL

- | | | | | | |
|--|--------------|--|---------------|--|-------------|
| | Target | | Kroger | | Trader Joes |
| | Sam's Club | | Earth Fare | | BiLo |
| | Office Depot | | Food Lion | | Whole Foods |
| | Staples | | Piggly Wiggly | | Publix |
| | | | Fresh Market | | |

Belk
 Barnes & Noble
 Regal Cinemas

Chicos, Talbots, LOFT,
 Joseph A. Bank,
 Rosso Trattoria Italia,
 Chipotle, Stein Mart

Basil Thai, Charleston Cooks,
 Jamie Scott Fitness, M Boutique,
 American Roadside Grill,
 Hand&Stone Massage & Facial,
 Nadeau Furniture, ULTA

ROSEWOOD CROSSING
 SITE

World Market
 Bed, Bath & Beyond



DOWNTOWN COLUMBIA

USC

2 MILE RADIUS
 2015 Population: 34,216
 2015 Avg HH Income: \$87,729

ROSEWOOD CROSSING Columbia, SC MAP

- Target
- Sam's Club
- Office Depot
- Staples
- Kroger
- Earth Fare
- Food Lion
- Piggly Wiggly
- Trader Joes
- BiLo
- Whole Foods
- Publix
- Fresh Market



The key to the corridor's potential is the affluent, highly educated population that lives nearby.

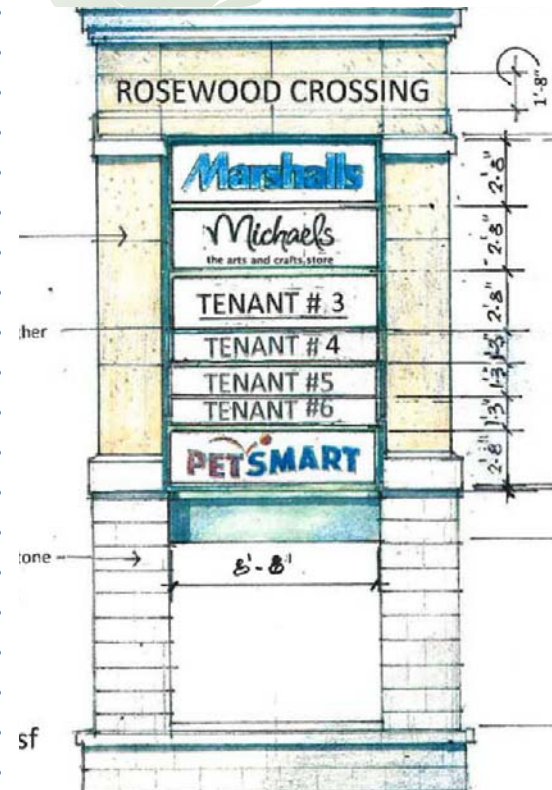
- Rupon, Kristy. "New Golden Retail Triangle Emerges In Columbia, SC." *The State* 21 Oct 2012.



DEMOGRAPHICS

	2 Mi Ring	3 Mi Ring	5 Mi Ring
2016 Population	34,352	72,833	149,728
2000 Population	30,794	64,891	133,582
00-16% Pop Change	11%	12%	12%
2016 Households	15,148	30,314	58,606
2016 Avg HH Income	\$91,453	\$77,030	\$65,541

coordinates: 33.9908, 80.9725



- *Ten of the neighborhoods that surround the retail corridor have average household incomes of more than \$80,000.*
- *Five of those have average household incomes above \$100,000.*



ROSEWOOD CROSSING
Columbia, SC

KAUFFMAN, INC.
scape Architects
one Avenue
Carolina 29609
+5497
233-8915

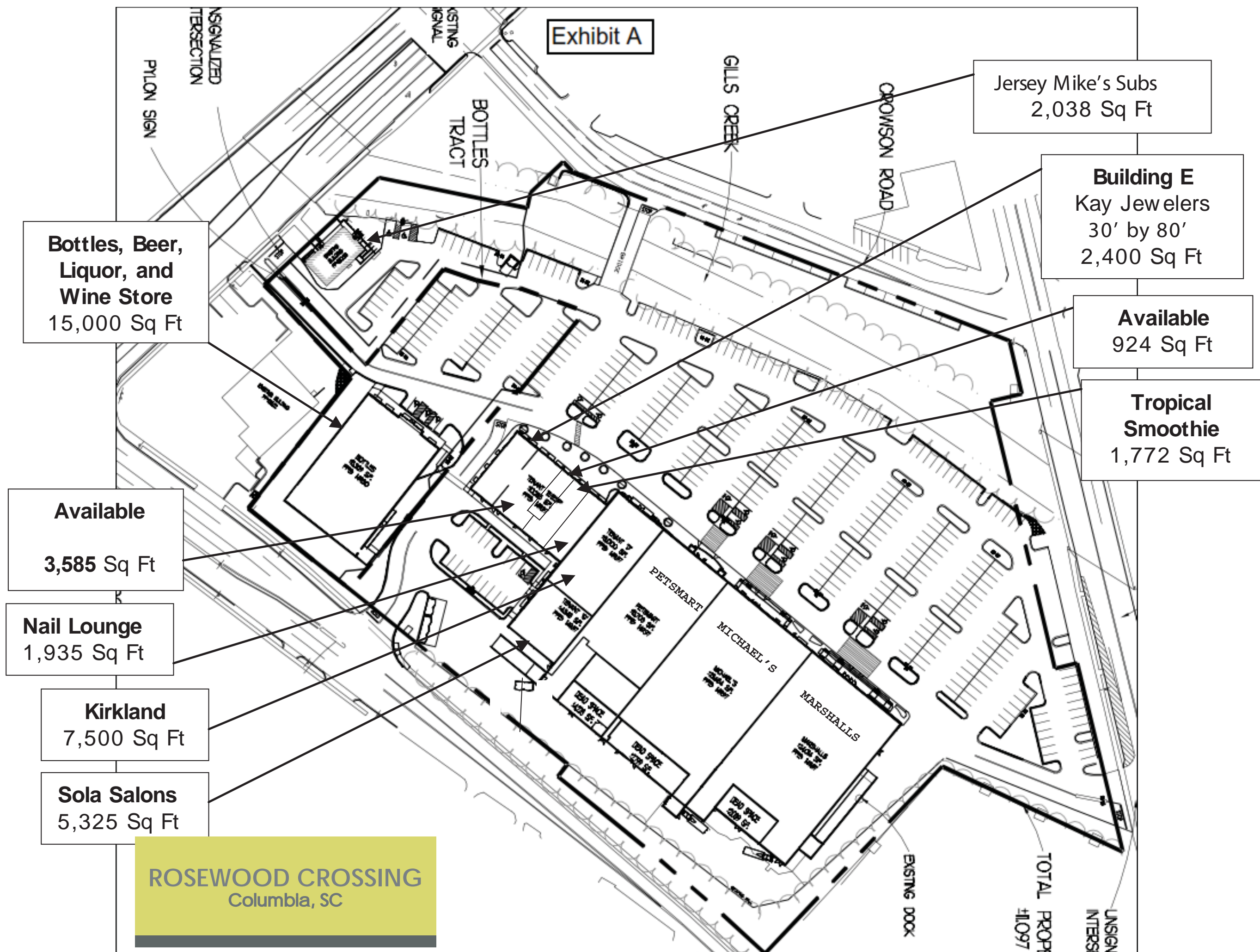
PROPOSED COMMERCIAL DEVELOPMENT
COLUMBIA, SOUTH CAROLINA
BRIGHT MEYERS DEVELOPMENT CORP.
5881 GLENRIDGE DRIVE SUITE 220
Atlanta, Georgia 30328
Attn: Matt Sasser

LANDSCAPE PLAN

 DATE 1/07/13

This is a preliminary site plan subject to modification by the developer.

Exhibit A



ROSEWOOD CROSSING
Columbia, SC

This is a preliminary site plan subject to modification by the developer.

In The News

The State

In-town shopping | second in series

New golden retail triangle emerges in Columbia, SC

Published: October 21, 2012



Trenholm Plaza on the corner of Trenholm Road and Forest Drive in Columbia

C MICHAEL BERGEN — mbergen@thestate.com [Buy Photo](#)

Revitalized city corridor links Trenholm Plaza, Cross Hill Market, Shoppes at Woodhill

By KRISTY EPPLEY RUPON — krupon@thestate.com

Shoppers have long flocked to Columbia's suburbs to clusters of department stores, restaurants and shops that they couldn't find anywhere else in the Midlands.

Now, a new retail corridor, closer to the city's central business district, is emerging as a solid rival to Harbison Boulevard and Northeast Richland in its ability to attract highly sought-after retailers. **The coming-**

out party for Columbia's new golden retail triangle is Thursday, when the newly redeveloped Cross Hill Market welcomes the Midlands' first Whole Foods.

The highly anticipated organic grocer – with its cult-like following and prices that some lampoon as “Whole Paycheck” – is at the center of a four-mile stretch of retail that extends from Garners Ferry Road to Forest Drive. Flanked by the gates of Fort Jackson and nestled among the most affluent neighborhoods in the Midlands, the redeveloped retail corridor is within a couple of miles of the University of South Carolina and downtown Columbia.

“That is an incredibly important corridor,” said Jodie McLean, president and chief investment officer for Columbia-based Edens, which develops and manages shopping centers from Boston to Miami.

Edens is redeveloping Cross Hill – at the intersection of Fort Jackson Boulevard and where Devine Street becomes Garners Ferry Road – from what just a year ago was a vacant, rundown strip center. In recent years, the company also has redeveloped the nearby Target-anchored Shoppes at Woodhill on Garners Ferry Road. Edens also has refurbished Trenholm Plaza on Forest Drive at Trenholm Road, which has a Publix, Fresh Market and Books-A-Million.

“The bones have been there,” McLean said.

But it took waiting out the worst recession in a lifetime and winning buy-in from key retailers and other developers to bring the corridor to the cusp of a boom.

Affluent and educated

The four-mile stretch – from Woodhill past Cross Hill to Trenholm – is only a 10-minute drive. That retail corridor connects directly to Devine Street and its eclectic collection of local shops. A new Trader Joe's, set to open in the first quarter of next year, also is within walking distance on Forest Drive.

With more than 40,000 cars a day driving down Garners Ferry Road, the area is a natural for the Midlands' next major retail corridor, said Rox Pollard, a Columbia vice president and manager of the retail services group for the Colliers International commercial real estate firm.

The key to the corridor's potential is the affluent, highly educated population that lives nearby, Pollard said. “Typically, what the retailers ... look for is that combination.”

Ten of the neighborhoods that surround the retail corridor – including Heathwood, Forest Lake, Gregg Park and Kings Grant – have average household incomes of more than \$80,000, according to demographic snapshots provided by Edens. Five of those have average household incomes above \$100,000. That is far above the median household income in Columbia – just above \$38,000, according to the latest U.S. Census data.

More than 84 percent of the adult population within one mile of Cross Hill Market, at the center of the corridor, has an education beyond high school. Go out three miles – an area that largely encompasses the corridor – and 75 percent of the population is educated beyond high school. In Columbia, only 39 percent of the population has a bachelor's degree or higher, the Census data said.

Those numbers are important to retailers such as Whole Foods.

Educated consumers who are looking to buy a steak, for example, might appreciate the healthier grass-fed version offered by the upscale grocer. They also are more likely to be able to afford the pricier meat, Pollard said.

'Turning the corner'

Having highly desirable retailers such as Whole Foods and Trader Joe's in the market is a shot in the arm for the Midlands, which traditionally has lacked some of the major national retailers seen in Greenville and Charleston, said Patrick Palmer, a retail broker with the NAI Avant commercial real estate firm and chairman of the Richland County Planning Commission.

"We are turning the corner for Columbia," Palmer said. "This is certainly going to be a premier corridor into downtown."

In many cases in the past, major retailers have been hesitant to commit to Columbia because they didn't want to choose one side of town over the other – Harbison or the Northeast Richland, commercial real estate brokers have said. "That's been an issue for retailers such as Costco over the years," Palmer said.

For years, Costco – a membership warehouse retailer – has been in and out of the Midlands market, looking at locations around Harbison and Northeast Richland, he said, but it never committed to either side.

Opening up a central retailer corridor that has good connections to Interstates 77, 26 and 20 gives stores another option, Palmer said. "It's starting to get retailers to take a second look at the market."

More construction coming

Construction activity already has started picking up along the corridor, and commercial real estate brokers say more is coming.

Beyond Whole Foods, Edens has assembled a mix of national and regional stores – many not found elsewhere in the Midlands market – designed to keep bringing consumers back to its newly redeveloped Cross Hill Market.

Charleston Cooks, for example, will sell cooking supplies but also offer cooking classes and demonstrations. Nadeau Furniture features unique, handcrafted furniture. And locally owned M Boutique will sell selections picked for the Columbia market by proprietor Emily Garrett.

Nearby, a new Moe's Southwest Grill and the new concept Smashburger will open side by side. Across the street is a new Buffalo Wild Wings. Closer to Woodhill on Garners Ferry Road is a new Krispy Kreme that is one of the best-selling satellite stores in the chain's whole system, Pollard said.

Pollard's group at Colliers International recently took over leasing for Crossroads Commons, a retail center across the street from the new Whole Foods, that is anchored by the Gamecock Bi-Lo. The center has room to grow, Pollard added.

A long vacant Burger King, adjacent to the property, also is close to a deal, NAI Avant's Palmer said.

When a national retailer – such as Burger King – closes down, there usually is interest in the site from local mom-and-pop shops that want to take over the space. But, in this case, the interest has been from multiple national retailers, Palmer said.

"We sold that to an investor who has, to this point, received a significant interest in the site but is holding off on making the final call on who they are going to lease to," Palmer said. "Once the Whole Foods is open, you can probably look to see something happen in the near future (there)."

'Taking a new look'

Other major opportunities also exist along the corridor.

Kmart, for example, recently closed its first Columbia store, located next door to the new Whole Foods site, as its 50-year lease expired. While the site has challenges, particularly with the flood plain, it could be ready to be developed within six months to a year, paving the way for another major redevelopment or new construction, Palmer said.

Nearby Richland Mall, at the corner of Beltline Boulevard and Forest Drive, remains a question mark.

Local developers bought the struggling mall, with its own set of challenges, nearly three years ago. The new owners have brought in a handful of new businesses but have not lured any major anchor tenants. Today, the mall mainly is being used for non-traditional uses, including an upcoming haunted house on one level of a former department store, now vacant.

“They’re working hard” to bring new life back to the mall, Pollard said. But the owners face an uphill climb as they look for the right mix of retail, office space and even residential uses, he said.

Still, the corridor as a whole is starting to attract attention again.

“Some of the retailers we represent are already taking a new look at that area,” Pollard said. “When the Whole Foods was announced, it gave them the anchor.”

‘People want to feel good’

The retail corridor is beginning to peak at just the right time, commercial real estate brokers say.

Whole Foods is opening just as the economy brightens in some ways and consumers look for shopping options closer to home to save money on gas, hovering at about \$3.50 a gallon.

“More and more, people are being cautious,” said Marianne Bickle, director of USC’s Center for Retailing. “They’re thinking two and three times before they travel long distances because of gas prices.”

Shopping centers and national retailers also are trending toward smaller footprints, she said.

The combination will make consumers loyal to their neighborhood shopping centers, much like they were decades ago, Bickle said. “What was old is new again.”

Many consumers are over their love affair with the gargantuan malls of the 1980s, Bickle said.

“Consumers don’t want that,” she said. “They want the intimacy. They want to shop in the pretty shopping centers.”

That is one attribute that Edens says makes its shopping centers so popular.

Its retail centers are designed to connect to the community as a place where consumers will want to spend money and, just as importantly, time, Edens’ McLean said.

The centers are constructed with wider than standard sidewalks to allow for lots of outdoor seating, enhanced landscaping and special touches, including extra lighting and cedar plank ceilings above walkways.

The new Cross Hill Market, for example, was designed to be the “living room of the community,” a gathering place that will feed off itself, McLean said.

“People want to feel good about themselves and their community,” she said.

“And they will want more of it.”

Retailers surge to Garners Ferry Road area's purchasing power

HIGHLIGHTS

Businesses that used to look elsewhere turning to once sleepy thoroughfare

Confluence of 5 roads, solid neighborhoods drawing retailers

Whole Foods might be the tipping point for eastern gateway





BY RODDIE BURRIS
rburris@thestate.com

COLUMBIA, SC — The Garners Ferry Road corridor, an eastern gateway into the Capital City, is speedily becoming the latest commercial thoroughfare.

The stretch of highway from Beltline Boulevard to Interstate 77 has at least a dozen new or updated businesses just in recent months. Garners Ferry has become one leg of what a commercial real estate broker called The Golden Triangle that connects Forest Drive, Garners Ferry and the interstate.

Businesses coming to the Columbia area have sought locations in Harbison, the Northeast and perhaps in Lexington County, said Ansel Bunch, CBRE Columbia commercial broker. “Now they’re saying, ‘We also need to be in the Golden Triangle.’ I think the retailers are sort of just now discovering that part of town as a trade area.”

The eastern corridor for years has been stacked with commuter roads, several middle- to higher-income neighborhoods, an interstate that completes a beltway around Columbia, and Fort Jackson. But the district may never have been as hot as it is now, expert say.

“I think having Whole Foods and the tenants that are proposed for Rosewood (Crossing) justified that market for other tenants that are looking at Columbia,” Bunch said.

The rejuvenation of Garners Ferry Road is fueled by new retailers such as Marshall’s and Ross Dress for Less, national clothiers that are sweeping into Rosewood Crossing (formerly a Kmart) and into Landmark Square Shopping Center, respectively.

Others on tap to open this summer or fall are:

- Kay Jewelers at Rosewood Crossing
- Bottles, a high-end wine and liquor store, at Rosewood Crossing
- PetSmart at Rosewood Crossing
- Burke’s Outlet at Landmark Square
- Midwood Smokehouse at Rosewood Crossing

A Hallmark Self Storage is to open in February at I-77.

Rosewood Crossing a lure

Kay Jewelers, which is expected to open within 60 days, said developer Matt Sasser, who develops project for Atlanta's Bright-Meyers. Soul of Salons, a large Canada-based hair care company, has plans to open within 90 days, he said.

Letters of intent have been signed for the remaining space Rosewood Crossing, Sasser said, declining to name the businesses or their opening dates.

A 15,359-square-foot Bottles wine, beer and liquor store is under construction in the remodeled site that for years was home to a Kmart. Bottles is Charleston-based and focuses on wine. Sasser said it is wildly popular in Charleston and is opening just its second store in South Carolina at Rosewood Crossing.

A Michael's arts and craft store opened in mid-July, as did a heavily refitted Jersey Mike's Subs, Sasser said. Marshall's and a PetSmart store are expected to open by mid-August.

As the name Rosewood Crossing implies, the plaza sits at the intersection of major roads that provide easy access. The network of roads itself probably would drive a business decision to open a shopping center, said Sasser, who is seeking to redevelop the abandoned Capital City Stadium along Assembly Street.

"The road network is phenomenal," Sasser said. "You've got Rosewood, Devine, Garners Ferry, Fort Jackson and Beltline that all come together right there at one point."

But the Rosewood Crossing location has even more going in its favor.

"That part of town seems to have changed to me," said Sasser, who has built three Wal-Marts in the Columbia area in the past 10 years.

The Rosewood neighborhoods have more and more young families as well as homes being renovated, he said.

The Devine Street area between Five Points and Cross Hill Road, an extension of Beltline Boulevard, is experiencing the same type of growth but in an even higher income area. Disposable income was one of the reasons that attracted the first Whole Foods store to the Midlands, Sasser said.

Established businesses get facelifts

Just down Garners Ferry Road at Shoppes at Woodhill, a Target store anchors that Edens redeveloped shopping center that is stuffed with tenants and gives shoppers another reason to continue along Garners Ferry at Rosewood Drive, near where a Gamecock Bi-Lo store anchors an adjacent, renovated Applebee's, Ruby Tuesday, Buffalo Wild Wings, Wendy's and an updated McDonald's.

The area has seen significant increases in vehicle traffic, particularly in the past five years, said Tige Watts, Brandon Acres/Cedar Terrace Neighborhood Association president and neighborhood activist.

"This area is ... one that has been primed for growth going back to the '90s," with the refurbishing of Woodhill Mall, Watts said. "I think that might have been something that piqued people's interest and really brought the area more into focus as a prime area for expansion."

Vacant store fronts aren't as common anymore in the Garners Ferry Road because of neighborhood stability, with people putting down roots and raising families, Watts said. And new development has been added as vacant lots have been filled in with new homes, he said.

Another sign of a range of developments is a three-story, 85,000-square-foot Hallmark Self Storage under construction, with plans to open in February at the eastbound I-77 on ramp.

The 163,000-square-foot Landmark Square Shopping Center has been getting a major spruce-up.

Clothier Ross Dress for Less is scheduled to occupy 27,000 square feet in a building undergoing renovation at the plaza. Burkes Outlet, another clothier, is going to occupy 23,000 square feet. Both businesses are on track for fall openings, CBRE's Bunch said. A Goodwill store is expanding at Landmark and will open with a new facade.

Rooftops the true driver

Columbia has developed studies designed to guide development in the Devine Street/Fort Jackson and Garners Ferry Road areas, aimed at improved efficiency, conservation and shared use, city officials said.

But it is raw data that has elicited the response that businesses, residents and government officials are witnessing, said John Sellers, Columbia's planning administrator.

“I think it’s the rooftops. I think it’s the acknowledgment to those rooftops,” Seller said. “I think there’s buying power – purchasing power – in that area.”

Garners Ferry Road also carries a lot of traffic into the city from the interstate, Lower Richland and the Sumter area, he said. Drivers are headed to work at the University of South Carolina, to area hospitals or government jobs downtown. “If you think about it from a commuting perspective, on your way to or from work you can pick things up, buy things, stop at the grocery store,” Sellers said.

Having a strong anchor such as a Whole Foods was a critical factor, he said. The store attracts business from far beyond that area.

“Whole Foods is having a bigger draw regionally – that’s my understanding,” Sellers said. People are driving from the Northeast to Whole Foods and from West Columbia and Lexington to Whole Foods.

“That creates a synergy,” the city planner said. “People will shop at (other) stores nearby.”

Reach Roddie Burris at (803) 771-8398

RECENT AND PLANNED OPENINGS IN GARNERS FERRY ROAD AREA

- Whole Foods store – October 2012
- Michael’s arts and crafts – July 2015
- Marshall’s clothier – August (planned)
- Kay Jewelers – August (planned)
- Ross Dress for Less – fall (planned)
- Burkes Outlet – fall (planned)
- Midwood Smokehouse – fall (planned)
- PetSmart – fall (planned)



MORE BUSINESS
