



THE BULLSTREET DISTRICT®



COLUMBIA, SC *Reimagined*

“BULLSTREET WILL SERVE AS THE PROTOTYPE FOR A 21ST-CENTURY SOUTHERN COMMUNITY”

— Thrillist



BullStreet By the Numbers + Master Plan



181 ACRES

Master Planned Development

3.3 M SQ.FT.

Commercial + Civic Space

3,558

Residences at Completion

161,000 SQ.FT.

Office Space
Complete/Under Construction

196,800 SQ.FT.

Retail + Restaurant
Complete/Under Construction



Why Columbia, South Carolina?

847,397

MSA Population #69
#2 in South Carolina



184,497

Downtown daytime
population
(68,219 commuters)



\$79,255

Avg. Household Income
within 30 minutes



60,000+

Students in
Columbia, SC



\$95,500

Median Family Income
for University of South
Carolina Students



Retail Neighborhood



BULLSTREET DISTRICT

DOWNTOWN COLUMBIA

Uof SC South Carolina

THE VISTA

DEVINE ST. DISTRICT

CROSS HILL MARKET

TRENHOLM PLAZA

COLUMBIA PLACE MALL

COLUMBIANA CENTRE MALL

THE VILLAGE AT SANDHILL



BROAD RIVER

Your Customer

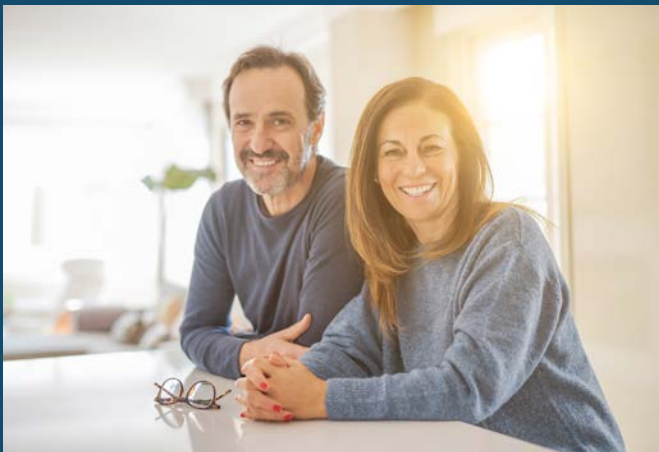


Bright Young Professionals

- Late 20s, early 30s
- Renting vs. buying in the city
- Eat out often, find leisure in going to restaurants
- Active, enjoy workout classes – mainly Pilates & Yoga
- Brand loyal
- Smartphones are a way of life

Up & Coming Families

- Mid to late 30s
- Young couples with children
- Live in the burbs but travel to work in the city
- Spend their money on kids toys & clothes as well as eating out at restaurants as a family
- More country than rock & roll
- Take advantage of the conveniences of technology

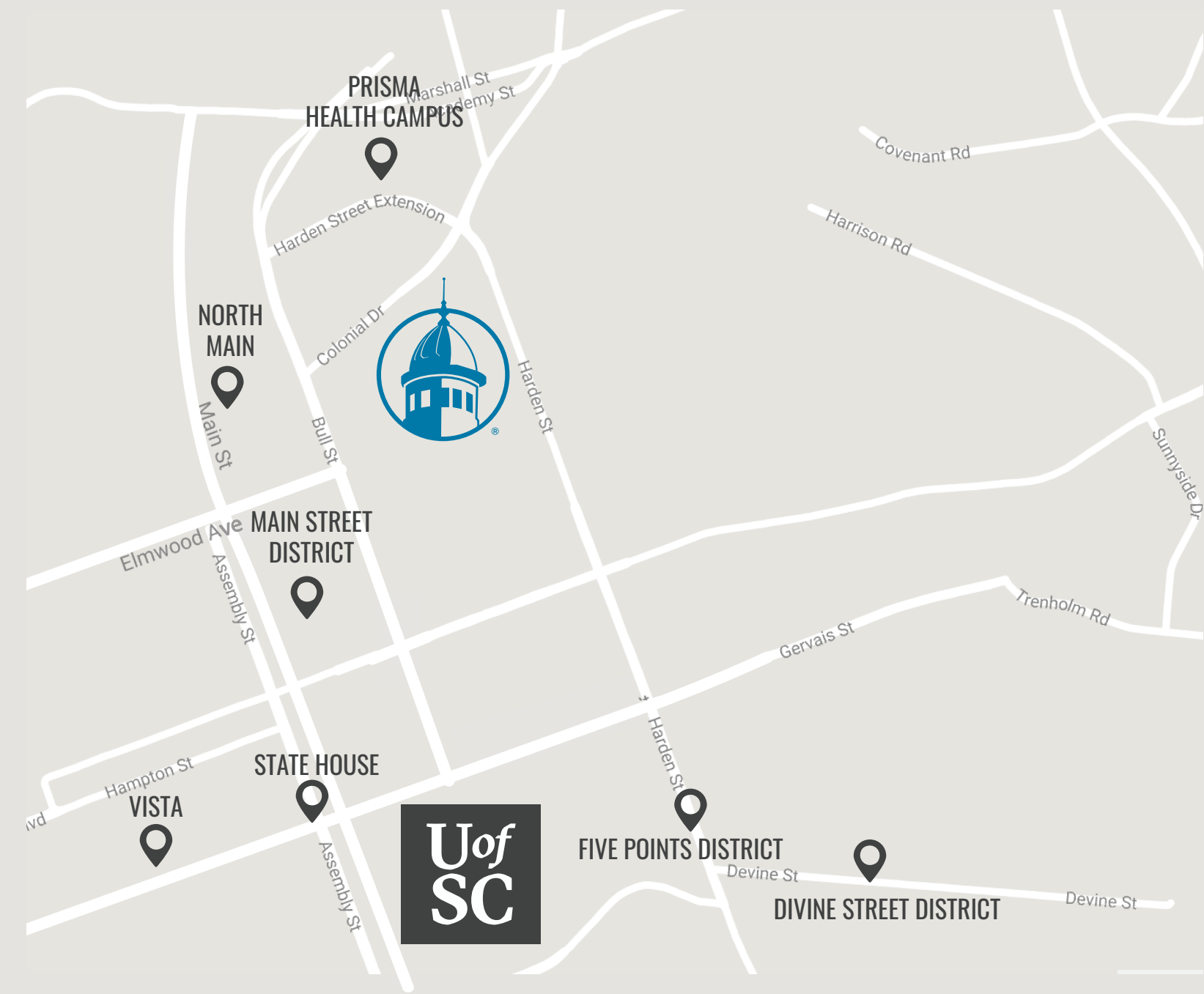


GenXUrban

- Late 40's – mid 50s
- Empty nesters or married with no children
- Own large homes in the city outskirts
- Spend discretionary income on eating out and shopping for their home
- Tech savvy
- Actively support the arts, theater, concerts, and museums



Downtown Columbia at a Glance

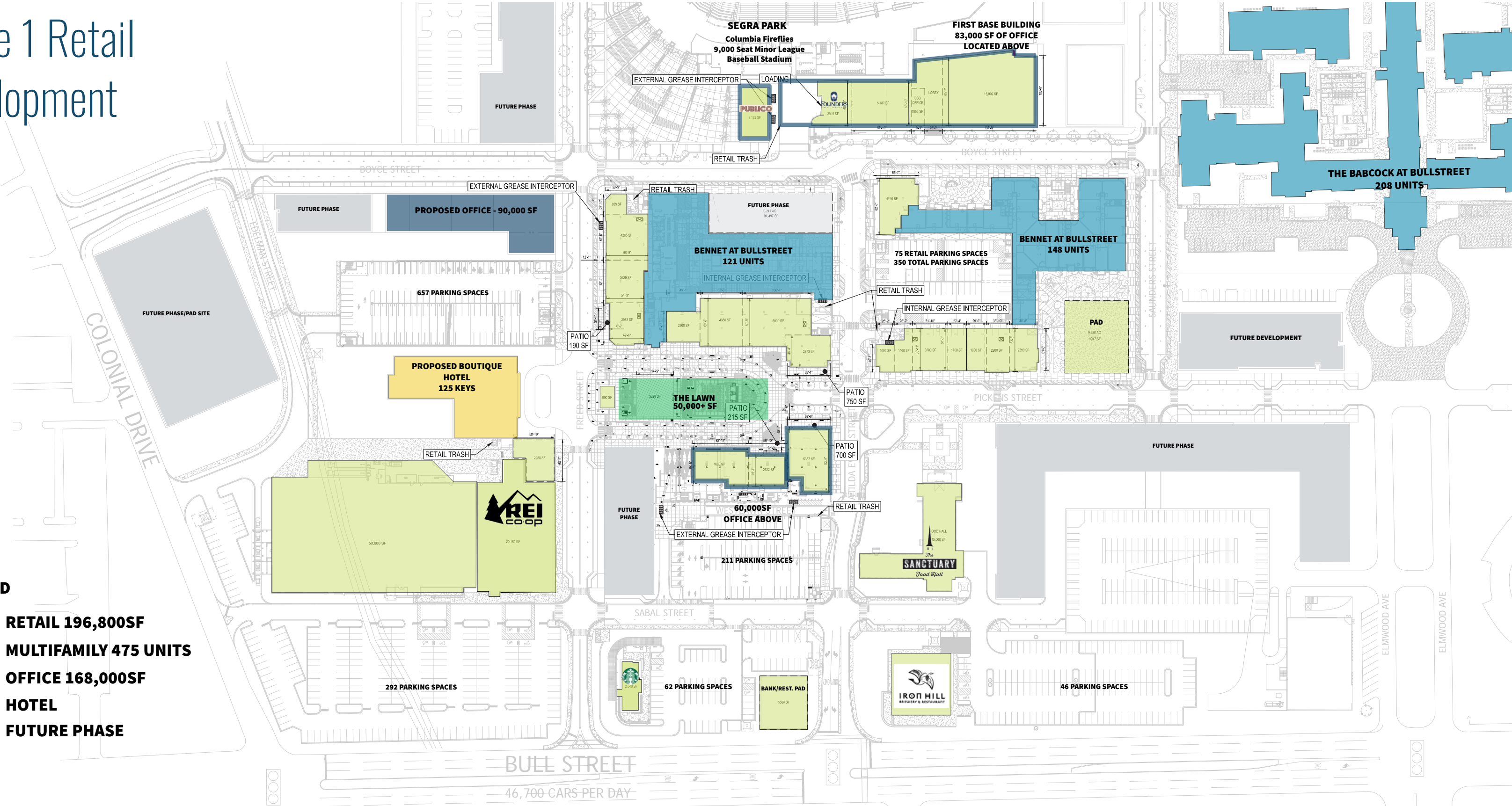


BullStreet is located in the heart of downtown Columbia - the market's **epicenter** that will attract people from across the region.

Phase 1 Retail Development

LEGEND

- RETAIL 196,800SF
- MULTIFAMILY 475 UNITS
- OFFICE 168,000SF
- HOTEL
- FUTURE PHASE



The BullStreet Experience



SHOP.

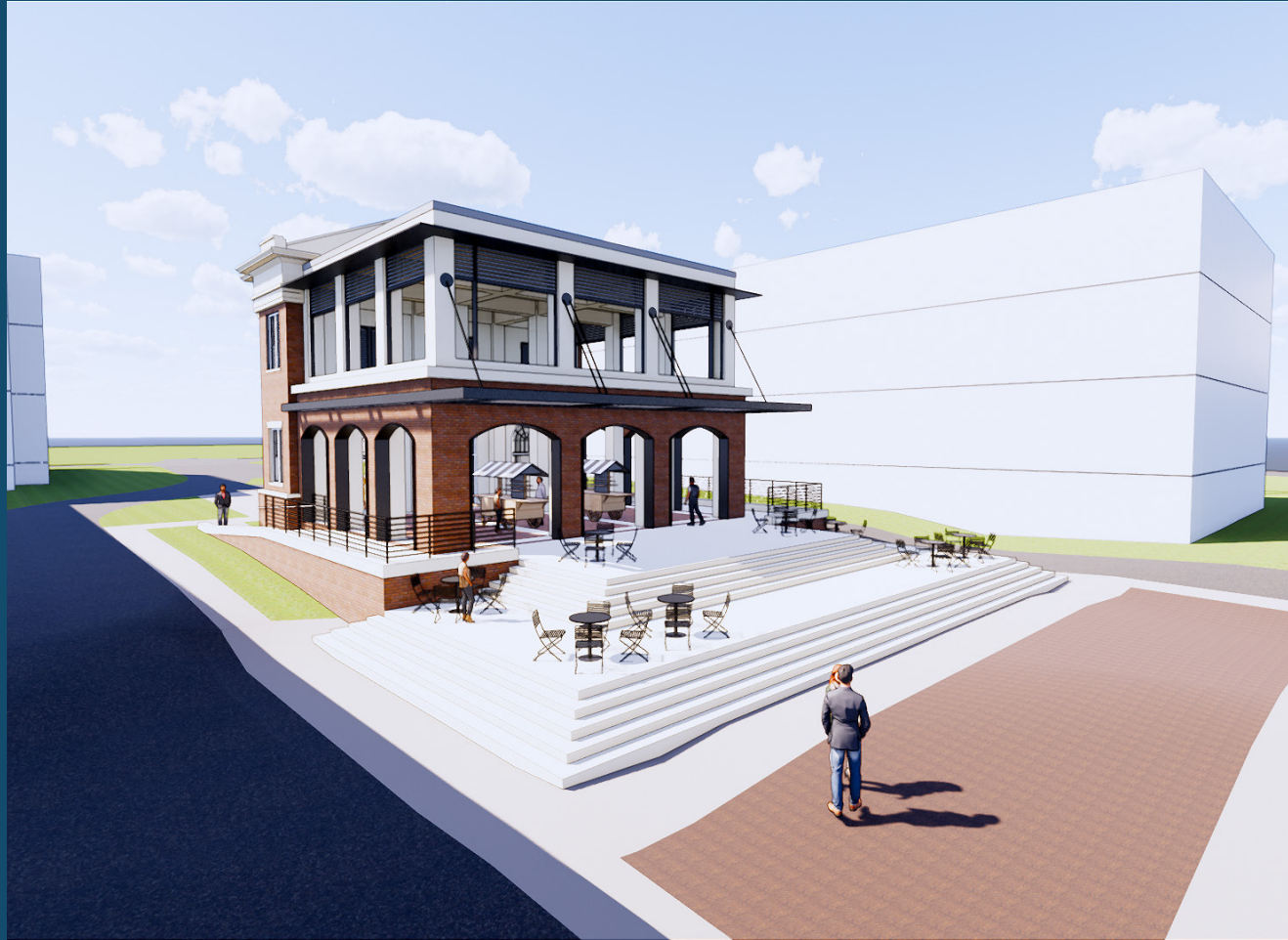
DINE.

LIVE.

WORK.

PLAY.

The Lawn at BullStreet



50,000 SF of green space dedicated to
community engagement



About Us



HDC is a continuation of a full-service real estate development firm that has been in business since 1938 in the Upstate of South Carolina.

- Deep Public-Private Partnership knowledge with successful public partnerships to make the following projects possible:
 - Greenville ONE
 - RiverPlace
 - Poinsett Plaza
 - Main Street Labs
 - The BullStreet District
- Master developer of RiverPlace, a 7-acre site in downtown Greenville
- Master developer of ONE, a mixed-use project also in downtown Greenville
- Largest local owner of office property in downtown Greenville, with over 450,000 SF of office space in Greenville's Central Business District

- In-house property management results in highest quality building services and tenant satisfaction
- Developer, owner and manager of the largest LEED Gold building and the first mass-timber office building in South Carolina
- Notable Retailer Relationships:

ORVIS® ANTHROPOLOGIE



The BullStreet District | COLUMBIA, SC



RiverPlace, Greenville, South Carolina

Babcock at BullStreet



Westlawn Building



Babcock at BullStreet





The BullStreet District | Columbia, SC

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Contact



Molly Morgan

JLL, SVP, Retail Leasing

+1 404 805 3557 // molly.morgan@am.jll.com

Allie Spangler

JLL, Leasing Rep, Retail Leasing

+1 404 729 6994 // allie.spangler@am.jll.com

Sara Hogan

JLL, VP, Retail Brokerage

+1 704-804-5840 // sara.hogan@am.jll.com