



22WESTEDGE

Restaurant Opportunity

DOWNTOWN CHARLESTON,
SOUTH CAROLINA

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 **LEE &
ASSOCIATES**
COMMERCIAL REAL ESTATE SERVICES

 **CRE**
CAROLINA RETAIL EXPERTS

CHARLESTON, SC RANKED #1 US CITY

Renowned for its architecture, award-winning restaurants, art scene, and culture, this three-county region is home to more than 760,000 talented, passionate people and fast becoming a global destination for business and talent.

Great weather, miles of pristine beaches and waterways, a thriving arts and food scene, and warm, friendly people are just a few of the reasons why Charleston continues to garner awards and welcome thousands of newcomers each year—from across the country and around the world.

#5

**“Most Up-and-Coming
City in America”**

*yelp 2017

Top 5

**“Best City to Start a
Business Right Now”**

*Inc. Magazine 2017

Top 25

U.S. “Next in Tech” Cities

*TechNet, MARCH 2017

1 of 4

**U.S. Metros Achieving
Inclusive Economic Growth**

*The Brookings Institution 2017

#2

Best Business

Climate in the Country

*Site Selection Magazine 2017

#1

**City in America for
Economic Opportunity**

*yelp 2017



LOCATED ALONG THE WESTERN EDGE OF THE CHARLESTON PENINSULA AND THE BANKS OF THE ASHLEY RIVER, WESTEDGE CAPITALIZES ON THE AREA'S INHERENT NATURAL BEAUTY, RECREATIONAL OPPORTUNITIES, AWARD-WINNING RESEARCH HOSPITALS, SCHOOLS, COLLEGES AND UNIVERSITIES.



WESTEDGE

CHARLESTON PENINSULA

RAVENEL
BRIDGE

CITADEL

CROSTOWN

POTENTIAL HAGOOD/
MUSC CONNECTION

KING
STREET

MARION
SQUARE

HAMMOND
FIELD

99

RILEY
PARK

THE BEST OF URBAN DESIGN BUILT
FOR CHARLESTON'S UPPER PENINSULA.



COLLEGE OF
CHARLESTON

HISTORIC
DOWNTOWN

MEDICAL
DISTRICT

THE BATTERY

22

10

BRISTOL
MARINA

BRITTLBANK
PARK

ASHLEY
RIVER

PHASED MASTER PLAN

BLUE:
EXISTING

ORANGE:
DELIVERING 2021/2022

YELLOW:
FUTURE

GREY:
NON-WESTEDGE
LANDMARKS

- 1 Holiday Inn Express
- 2 10 WestEdge
- 3 22 WestEdge
- 4 Marriott Hotel
- 5 99 WestEdge—The Caroline
- 6 College of Charleston
- 7 City of Charleston
- 8 Harborview Hotel
- 9 Hotel
- 10 Future Office
- 11 Future Condominium, Parking, and Retail
- 12 Future Apartments and Parking
- 13 Hotel
- 14 Future Hagood Connection
- 15 Future Apartments and Parking
- 16 Future Office
- 17 Future Office
- 18 Future Office
- 19 Future Office
- 20 Future Apartments and Parking
- 21 The Joe
- 22 Brittlebank Park
- 23 Bristol Condominium
- 24 McDonald's



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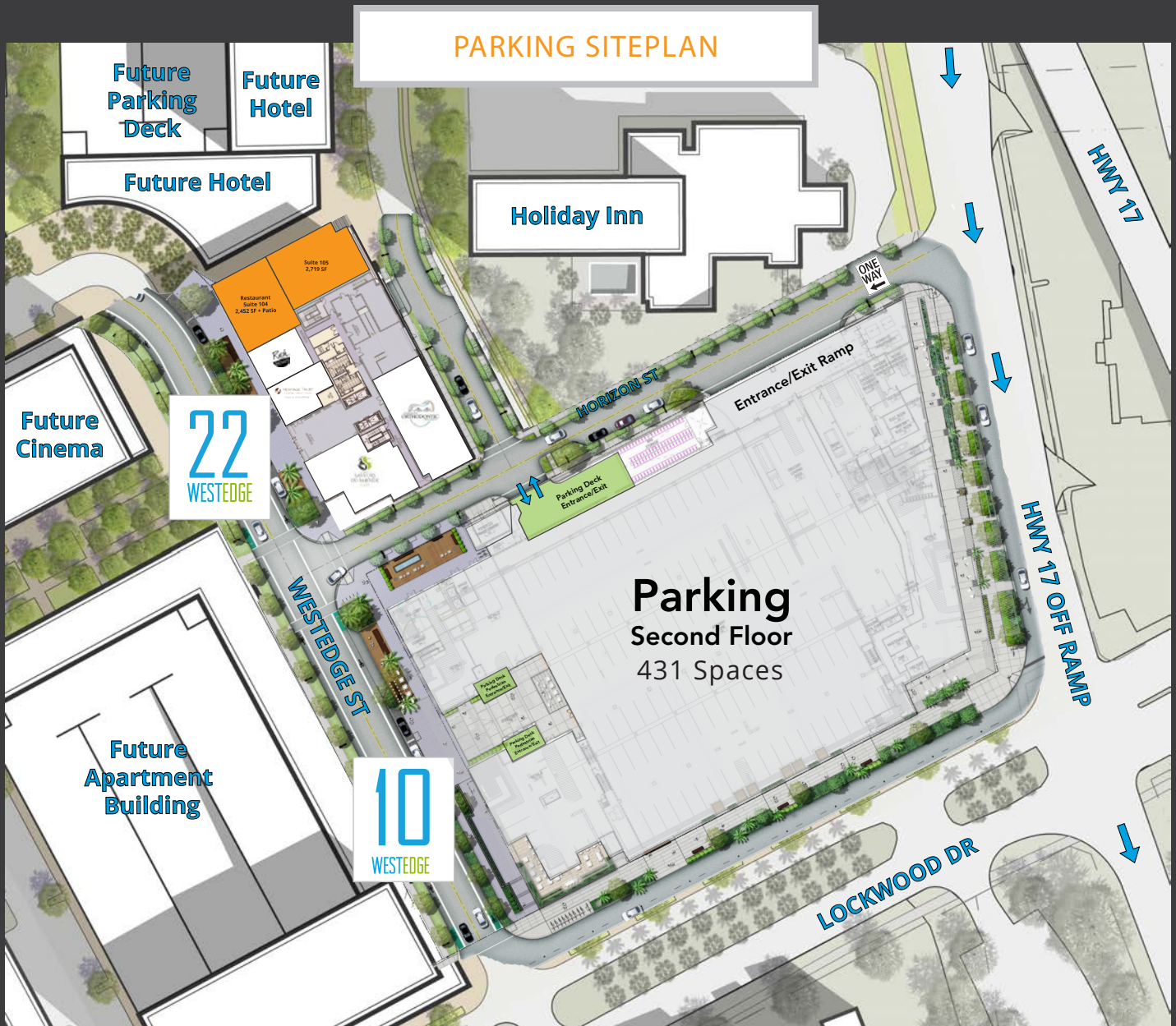
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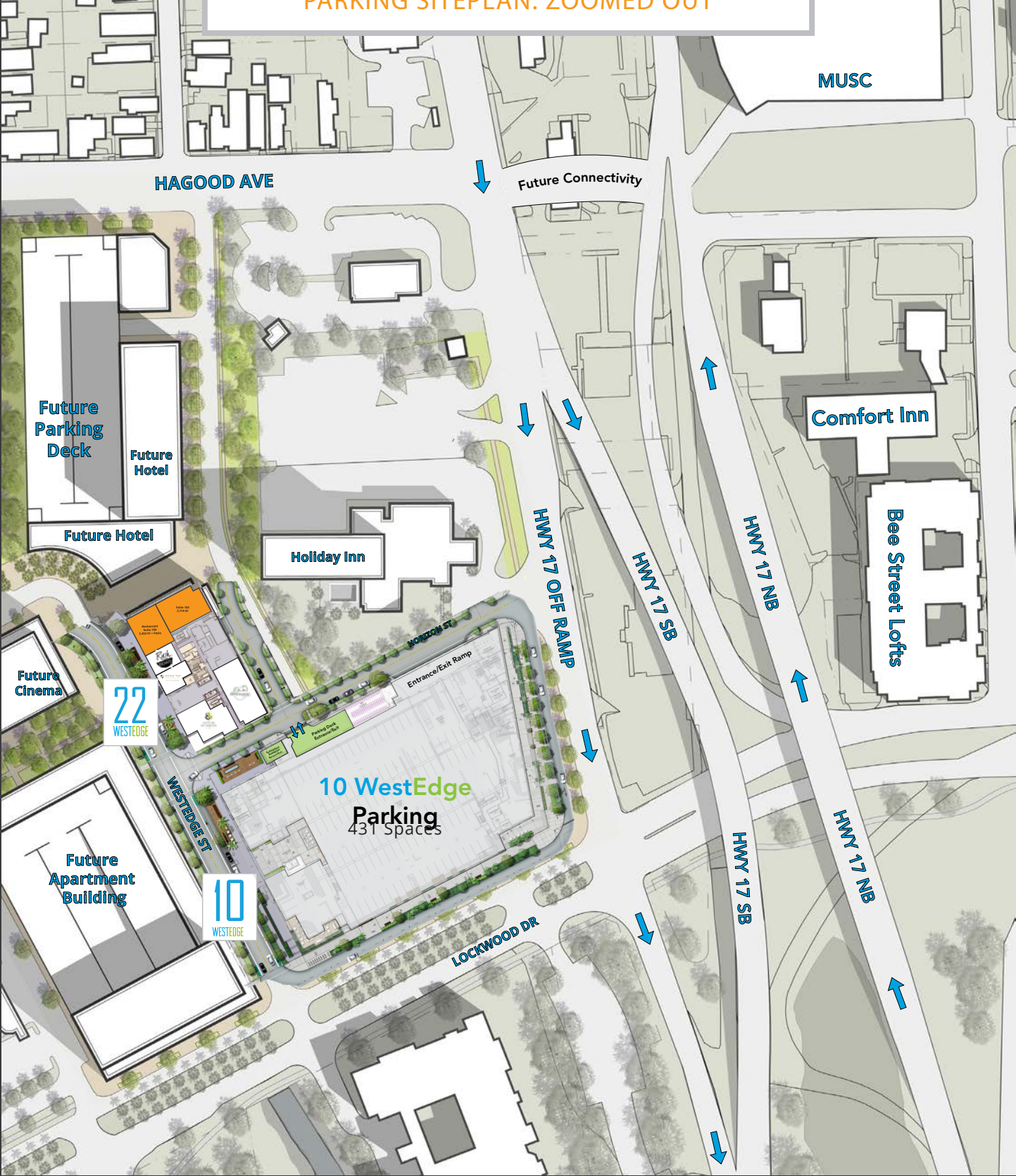
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WESTEDGE PARKING

- 431 parking spaces available
- Uber and Lyft pick-up area



PARKING SITEPLAN: ZOOMED OUT



STREETSCAPE VIEWS

Linear park, glass facades scraping the skyline, views of the Ashley River, and outdoor seating areas provide ample gathering space for people to spend their day at WestEdge.





A CULINARY DESTINATION

A national hotspot for hospitality, Charleston's food scene consistently makes national news. From the Charleston Wine + Food Festival to the rebirth of Lowcountry cuisine happening in the city to the mix of different cuisines and flavors from all over the world, Charleston is a top-ranked food destination for travelers and residents have the privilege of enjoying all of its offerings on a daily basis.

The city is a location already primed for another thriving restaurant. With gorgeous scenery and weather that makes you want to sit outdoors, there isn't a space like this in Charleston to enjoy a meal. Overlooking the water and in the space with the best visibility in the entire WestEdge District, the restaurant has the potential to be the go-to destination for an extended lunch or dinner for two.

PUBLIX
VISITORS
PER DAY

ESTIMATED
2,000





JOIN THESE WESTEDGE RETAILERS



THE WOODHOUSE
day spa

Charleston
Poke Co



DEMOGRAPHICS

The surrounding area includes young, affluent, experience-seeking residents and employees with high expectations for live, work, and play.

10-MIN DRIVE TIME

Daytime Population	134,526
Residential Population	73,009
Median Age	32.8
Average Household Income	\$76,863
Median Home Value	\$298,455
Businesses	5,499

SOURCE: ESRI 2018

RETAIL SPENDING



\$245,799,366

Food & Beverage



\$89,788,382

Entertainment & Recreation



\$62,868,366

Apparel & Services

THE
WESTEDGE
IMPACT

35,000 people projected to work, go to school, receive medical care, visit, and live in the Medical District and WestEdge in 2019

SOURCE: FIELD MARKET STUDY



THE WESTEDGE DINERS



26.7%
OF MARKET

Urban Chic

Median Age: 43.3

Median HH Income: \$109,400

- Professionals that live a sophisticated, exclusive lifestyle
- More than half of the households include married couples
- Employed in white collar occupations
- Busy, tech-savvy residents who use technology for an array of activities—shopping, banking, and more.



11.2%
OF MARKET

Laptops & Lattes

Median Age: 37.4

Median HH Income: \$112,200

- Cosmopolitan and connected—tech-savvy consumers
- Predominantly single, well-educated professionals
- Affluent and partial to city living and its amenities
- Many bike, walk, or use public transportation to get to work



26.8%
OF MARKET

College Towns

Median Age: 24.5

Median HH Income: \$32,200

- A bike and pedestrian friendly market
- Dress to impress with the latest fashions of the season
- Heavily influenced by celebrity endorsements and trends in magazines
- Segment is a mix of densely developed student housing and dorms with local residences



2.9%
OF MARKET

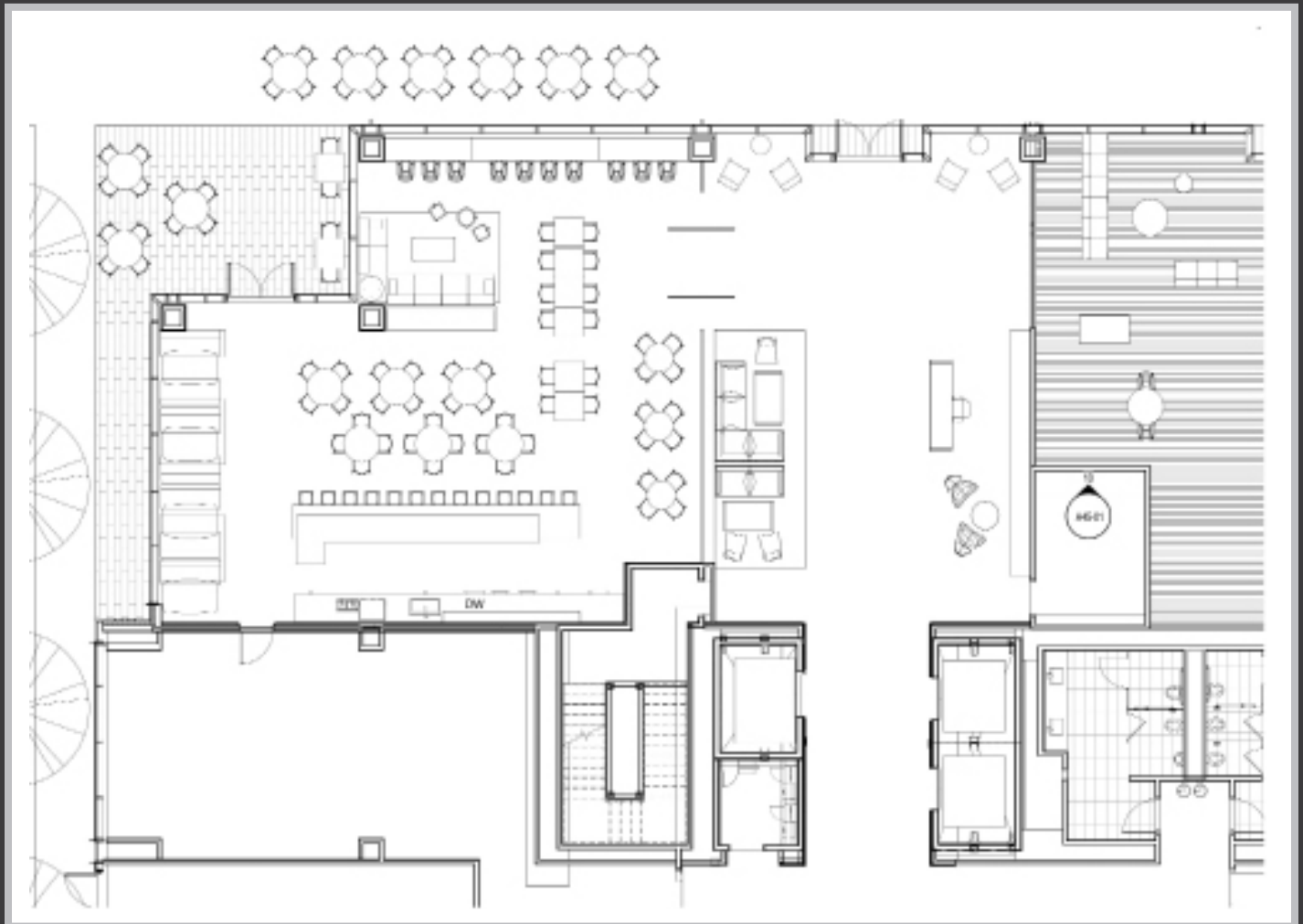
Emerald City

Median Age: 37.4

Median HH Income: \$59,200

- Single-person and non-family types make up over half of all households
- Buyers of natural and environmentally friendly products
- Well-educated, these consumers research products carefully before making purchases

RESTAURANT PLAN



Disclaimer: Visual purposes only

Details

- 3,333 SF restaurant
- 1,437 SF patio with expansive views of the Ashley River as well as linear park
- Cold dark shell delivery on elevated structural slab
- 20' ceilings
- Includes slab leave out area for kitchen, scrubber platform, grease trap in place, and trash area
- Parking on-site in deck and valet parking
- Already-built restrooms with access through lobby
- Access to Horizon Street and loading dock for food delivery, trash pick-up, etc.

Outdoor Seats

- (36) 4-Top
- (4) 2-Top

40 Seats Total

Interior Seats

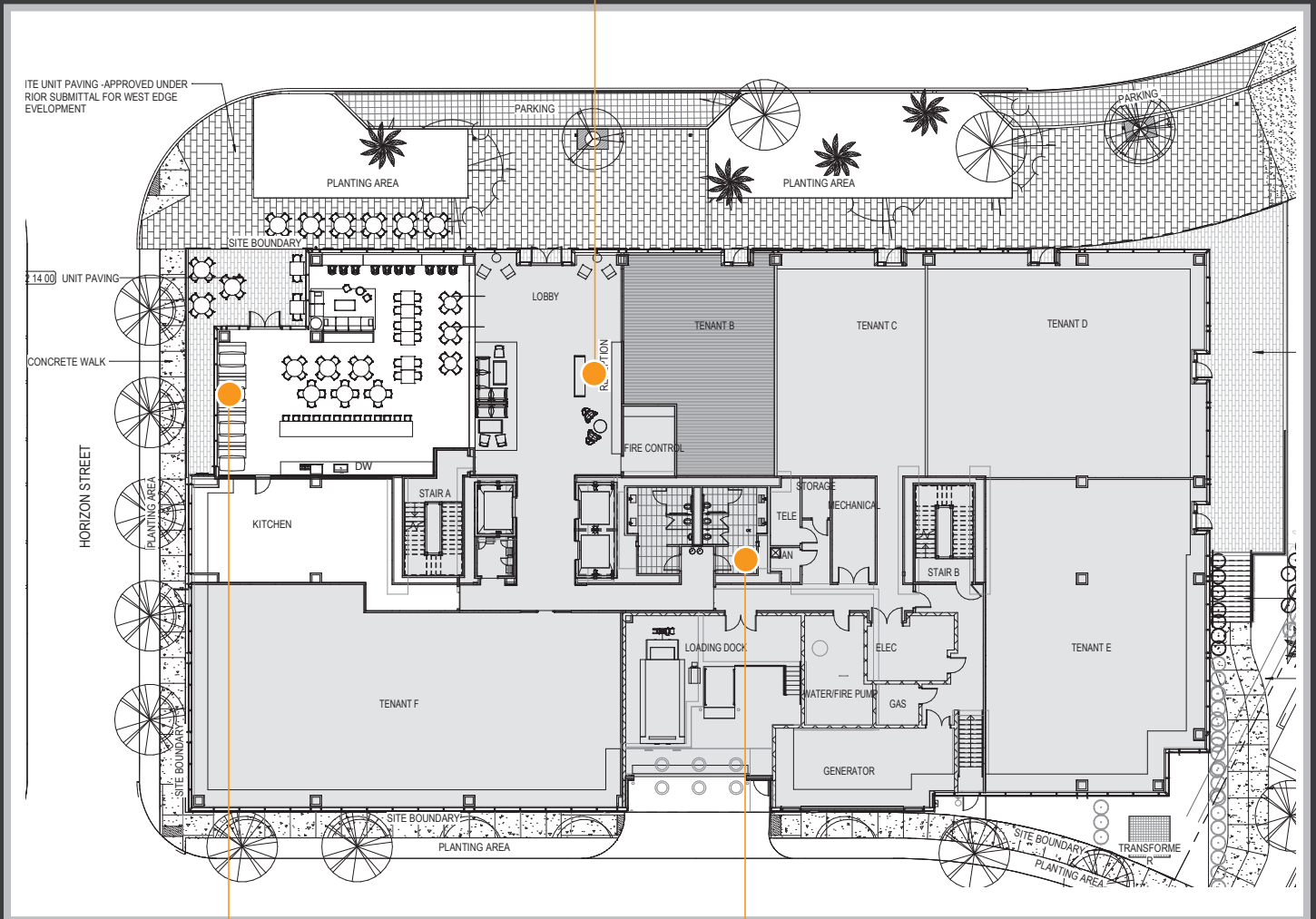
- (36) 4-Top
- (12) 2-Top
- (14) Booth Seats
- (2) Lounge Seats
- (23) Bar Seats

93 Seats Total

WESTEDGE AMENITIES



Lobby View
from Elevators



Restaurant
Interiors
Inspiration



Bathrooms



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