



10 WESTEDGE

Restaurant Opportunity

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**Downtown Charleston,
South Carolina**



CHARLESTON, SC RANKED #1 US CITY

Renown for its architecture, award-winning restaurants, arts 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.



A BOLD FUTURE

The largest public/private redevelopment partnership in Charleston, the team is transforming a prime site in an overlooked area of the Charleston Peninsula into an urban design marvel with three million square feet of live, learn, and earn space. With unmatched views and modern design, a place where a scientist, a startup company, an al fresco lunch, a row along the river, a drink with friends, a game at The Joe, and a sunset over the water all have the power to change everything.

WestEdge is where the best of the old city meets the next generation.



AN EXTENSION OF A THRIVING COMMUNITY

As part of Charleston's Peninsula, WestEdge is the extension of a thriving, established community of beloved parks, athletic fields, schools, stadiums, hotels, and award-winning research hospitals and universities.

50-ACRE MIXED-USE DEVELOPMENT

The 50-acre mixed-use development overlooking the Ashley River is surrounded by the Medical University of South Carolina, Roper St. Francis Healthcare, the College of Charleston and The Citadel.

Retail: 300,000 SF
Office: 900,000 SF
Multifamily: 1,500 units
Hotel: 1,000 rooms

WALKABLE, LIVELY STREETS

Designed for walkability and urban interaction, the improved street grid features greater connectivity to MUSC and space for pedestrians and cyclists alongside cars. The heart of the district, the bright and active WestEdge Street, with Publix, shops, restaurants, and outdoor cafés, runs along a linear waterfront park.

**3 MILLION
SQ. FT. OF
SPACE PLANNED
IN WESTEDGE**

**50 ACRES OF
REDEVELOPMENT
INTO OFFICE,
HOTEL, AND
RESIDENTIAL**

**\$300 MILLION
INVESTMENT**



WESTEDGE

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

CHARLESTON PENINSULA



PHASED MASTER PLAN

BLUE:
EXISTING

GREEN:
DELIVERING 2019

ORANGE:
DELIVERING 2020-22

YELLOW:
FUTURE

GREY:
NON-WESTEDGE
LANDMARKS

- 1 Existing Hotel and Lot Entrance
- 2 Existing Parking Deck
- 3 Marriott Hotel
- 4 99 WestEdge—The Caroline
- 5 10 WestEdge
- 6 22 WestEdge
- 7 Future Hotel
- 8 Cinema
- 9 Hotel E
- 10 Future Apartments, Parking, and Retail
- 11 Future Apartments and Parking
- 12 Hotel
- 13 Future Apartments and Parking
- 14 Future Office
- 15 Future Office
- 16 Future Apartments and Parking
- 17 Future Office
- 18 Future Office
- 19-22 MUSC
- 23 McDonald's
- 24 Bristol Condominium
- 25 Harborview Hotel
- 26 College of Charleston
- 27 City of Charleston
- 28 Citadel Stadium
- 29 The Joe
- 30 Brittlebank Park
- 31 Ashley River



COMING TO WESTEDGE

OPEN

The Caroline
273 Apartments
20,000 SF Retail

Marriott
350 Rooms
19,720 SF Meeting Space

Holiday Inn Express
150 Rooms
688 SF Meeting Space



2019

22 WestEdge
138,000 SF Office
15,000 SF Retail
Terrace Club

10 WestEdge
350 Apartments
13,500 SF Retail

Publix
50,000 SF Grocery



2020-22

MUSC/Haygood Connection
Road Improvements

Harborview
350 Rooms
Hotel and Meeting Space

Three Hotels
500+ Rooms
Meeting Space

Cinema
65,000 SF

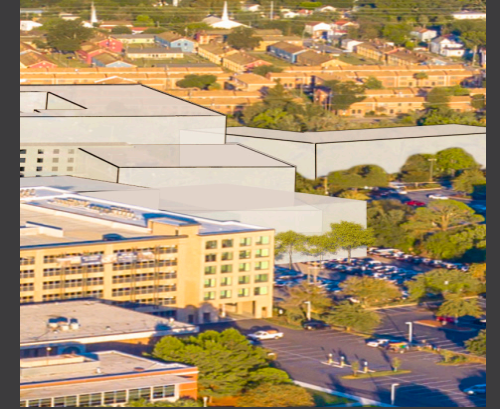


FUTURE

Office and R&D
400,000 SF

Residential
700 Apartments
and Condos

Retail
30,000 SF



BY 2019

- 273 Apartments
- 138,000 SF Office Space
- 500 Hotel Rooms
- 33,500 SF Retail Space
- 50,000 SF Grocery Space
- 20,000 SF Meeting Space

BY 2022

- 623 Apartments
- 138,000 SF Office Space
- 1,350 Hotel Rooms
- 98,500 SF Retail/Restaurant Space
- 50,000 SF Publix Grocery
- 20,000 SF Meeting Space

TOTAL

- 1,323 Apartments
- 538,000 SF Office Space
- 1,350 Hotel Rooms
- 98,500 SF Retail Space
- 50,000 SF Publix Grocery
- 20,000 SF Meeting Space
- 65,000 SF Cinema Space

WHERE EVERYONE WANTS TO BE.



HAMPTON PARK

The original Horse Track for Charleston, Hampton Park is one of the largest parks with some of the most extensive floral displays in the city and best fitness trails. Also home to many activities & events year round.



BRITTLEBANK PARK

Contains a nice pedestrian pier overlooking the Ashley River and is the site of the annual Southeastern Wildlife Exposition event and others year-round.



JOE RILEY PARK

The "Joe", home of the beloved Charleston Riverdogs, also hosts over 180 events including minor league baseball, festivals, concerts, oyster roasts, employee outings, and more.



MUSC

MUSC and Roper Hospital shape the city's medical hub; a thriving research and innovation-driven community strategically located within walking distance of 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.



JOIN THESE WESTEDGE RETAILERS



THE WOODHOUSE
day spa

Charleston
Poke Co

barre
south



HERITAGE TRUST
FEDERAL CREDIT UNION
Trust Is Everything.™

9ROUND
30 MIN KICKBOX FITNESS



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.



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



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



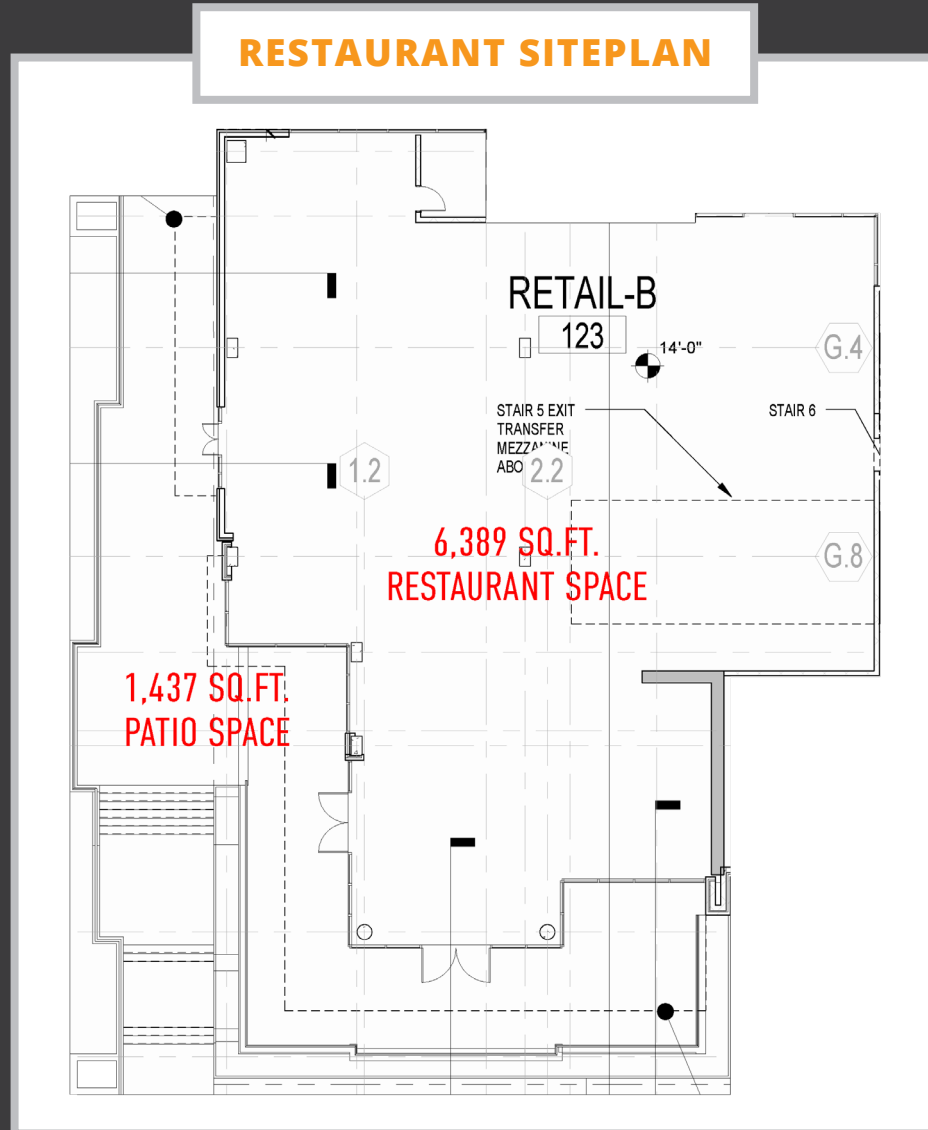
2.9%
OF MARKET

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

THE OPPORTUNITY



Restaurant Details

- 6,389 SF restaurant
- 1,437 SF patio with expansive views of the Ashley River
- Warm dark shell on elevated structural slab
- 20' ceilings
- Includes scrubber platform, grease trap, and trash area
- Parking on-site in deck and valet parking

Disclaimer: Visual purposes only

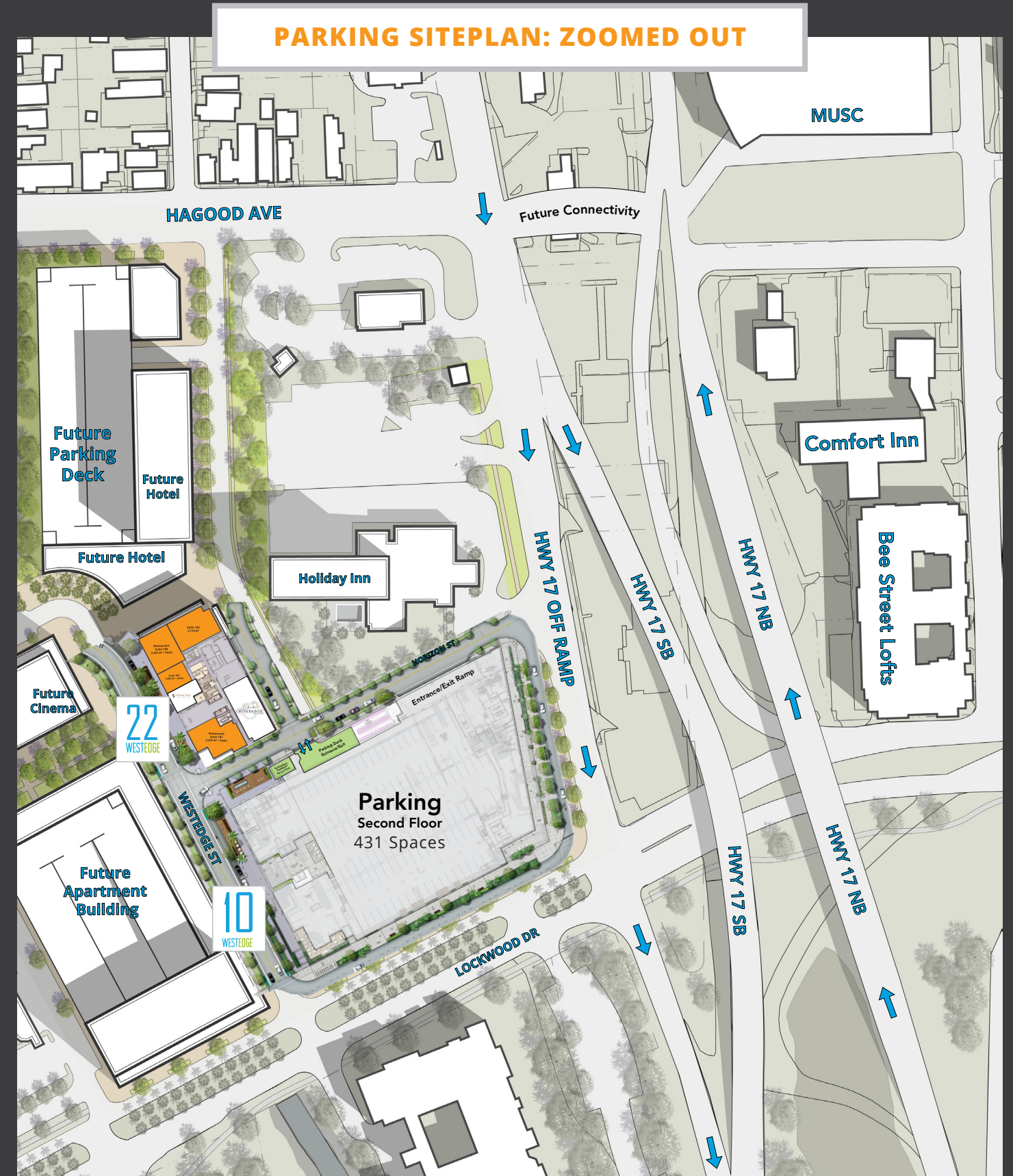
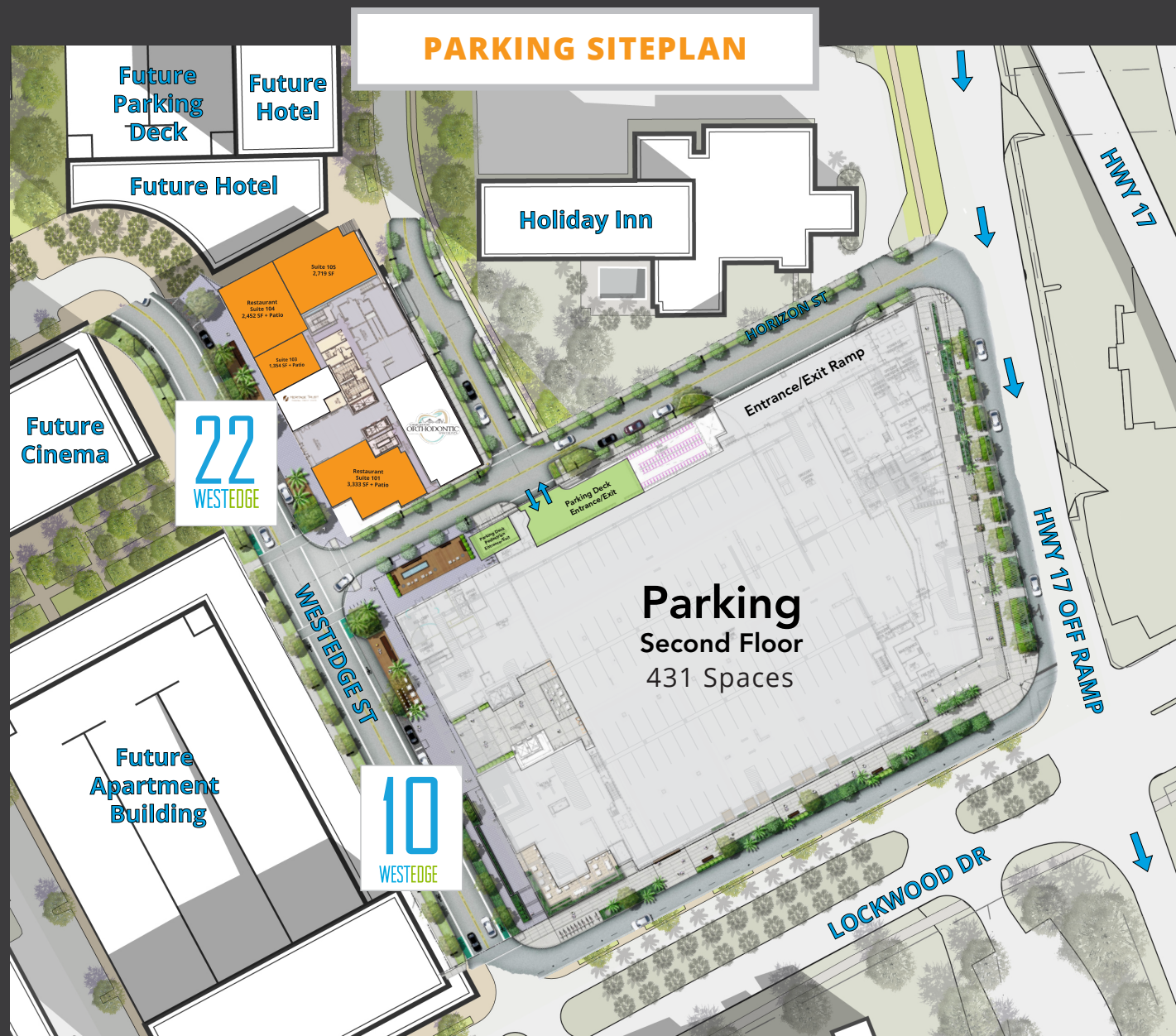


THE SURROUNDINGS



10 WESTEDGE PARKING

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





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South Carolina**



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