

MORRISON

CHARLESTON **YARD** S. CAROLINA



CHARLESTON'S FRONT YARD

Residences | Offices | Retail



Charleston, the oldest city in South Carolina and located along the state's Atlantic coastline, is known for its rich history, unique architecture, welcoming Southern hospitality, and an attractive cost of living. The economic base of the Greater Charleston market is diverse, consisting of a successful combination of tourism, logistics, healthcare, military installations, and a variety of manufacturers.

Trade Area Demographics

- Population: 481,881
 - Projected growth by 2027: 4.7%
- Households: 199,166
 - Projected growth by 2027: 5.3%
- Average Age: 39.7
- Average HHI: \$116,288
 - \$75,000 and higher: 53%
 - \$100,000 and higher: 40.3%



#1
Top City in the U.S.
 Travel + Leisure, 2021

#1
The South's Best City
 Southern Living, 2022

#1
Best Metro for Single Millennials
 Porch, 2021

#2
Best Small City in the U.S.
 Condé Nast Traveler, 2021

#2
Best City to Retire
 Wallethub, 2021

#5
**Best Weekend Getaway
 in the South**
 U.S. News & World Report, 2021

#6
Best City to Start a Career
 Wallethub, 2021

#13
**Fastest-Growing
 Tech Hubs by Job Growth**
 BestColleges 2022

#18
Happiest City in America
 Wallethub, 2021

Population

Over 813,000 people in the Charleston MSA comprising Berkeley, Charleston and Dorchester counties, which is the 3rd largest MSA in South Carolina. More than 183,600 millennials (ages 25-39) live in the area.

Economy

Businesses in the Charleston area enjoy many advantages including a low cost of doing business, with taxes below the national average; an international airport; and the deepest water port in the southeast.

The top six industries in Charleston are Aerospace, Automotive, Defense, Tech, Life Sciences, and Logistics.

Top employers include Boeing, Mercedes-Benz Vans, Roper St. Francis Healthcare, and more than 250 tech companies.

\$3 billion in annual retail sales (May 2022).

Education

More than 25 colleges and universities are located in the Charleston MSA. More than 40,000 students are enrolled in the area colleges and universities.

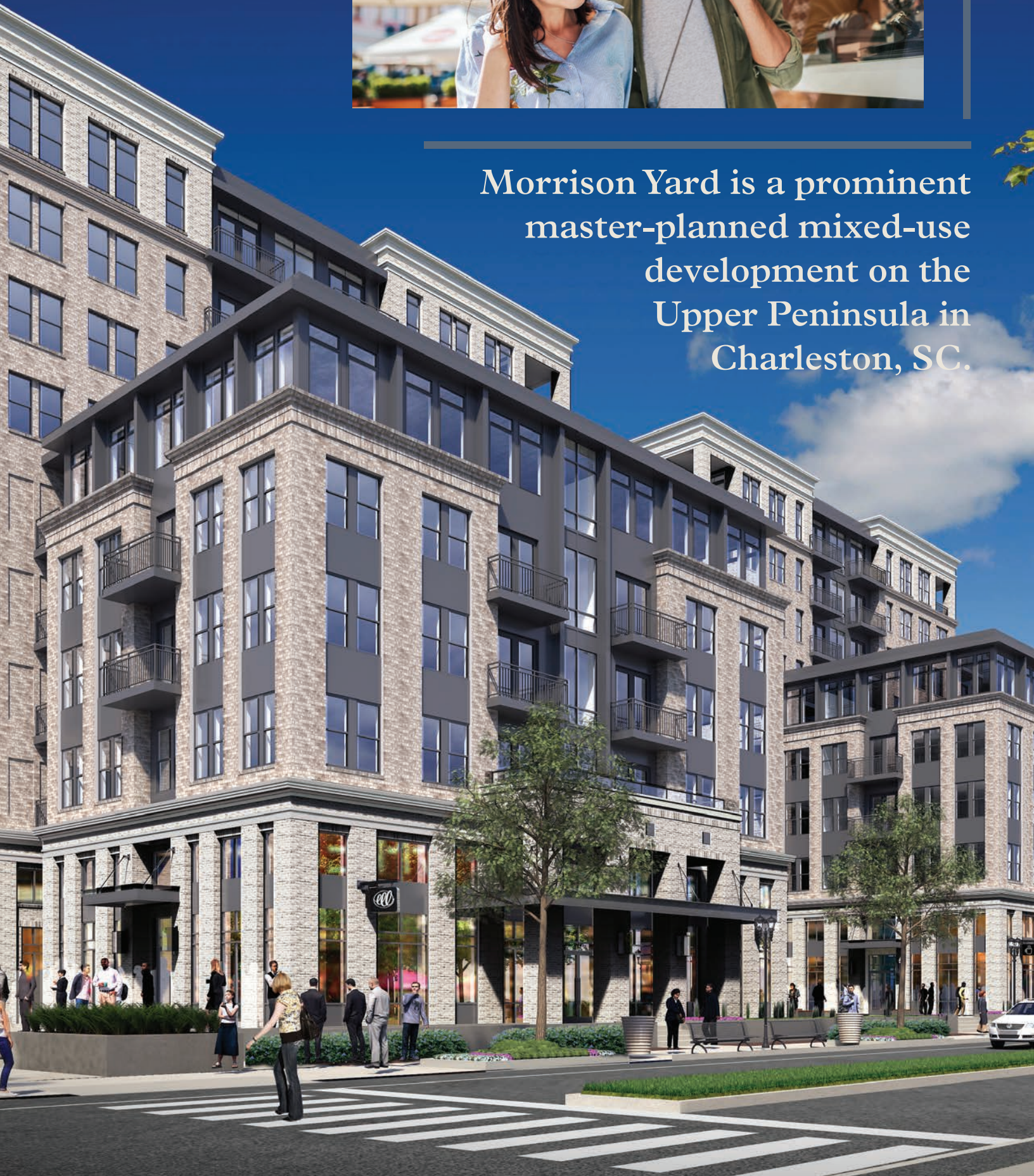
Tourism

The Charleston area is a major tourist destination, with more than 7.2 million visitors in 2021, generating more than \$10.6 billion for the region (College of Charleston 2022).





**Morrison Yard is a prominent
master-planned mixed-use
development on the
Upper Peninsula in
Charleston, SC.**





Located in the vibrant north Morrison Drive corridor (NoMo), Morrison Yard sits at the base of the Arthur Ravenel Jr. Bridge, offering breathtaking views of Charleston's waterfront, and providing a direct link between the Ravenel Bridge pedestrian/bike walkway and the property. Morrison Yard is well-positioned for access to future parks and bicycle/pedestrian trails of the Lowcountry Lowline.



At completion of the Master Plan, Morrison Yard will offer 138,376 SF of Class A Office Space in a 10-story building with a 395-space parking garage, 544 luxury apartment homes with 515 parking spaces, 37,289 SF of street-level retail, and a 150-room Kimpton Boutique Hotel. Morrison Yard will also offer 5 street-level courtyards adding greenspace and mini parks, in keeping with Charleston's verdant garden style.

Exceptional leasing opportunities at Morrison Yard include street level retail spaces ranging from 1,500 SF to 7,777 SF with unparalleled visibility on Morrison Drive, where nearly 16,000 vehicles pass each day.



**MORRISON
YARD**

ESTD. 2022

**CHARLESTON'S
FRONT YARD**



ON THE CORNER
OF JOHNSON
STREET AND
MORRISON DRIVE

838 Morrison Drive
Charleston, SC 29403

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