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**WestEdge Launched as World Class Research Community  
to Help Advance Economic Future of Charleston, SC**

**City's New "Discovery District" A Place to Live, Learn and Earn**

**Charleston, S.C. – May 8, 2015** – WestEdge launched today as Charleston, S.C.'s "Discovery District" that could soon become a global hub for research and a driving economic force for the city's future.

Formerly named the Horizon Project, WestEdge is designed with wide, urbane avenues of residences, offices, research and lab space, storefronts, restaurants, sidewalk cafes and some of the best waterfront views in the city along the historic Ashley River. Pedestrians, shoppers, businesses and collaboration among research colleagues will take center stage in what is defined as a "Live / Learn / Earn" environment. WestEdge is designed to inspire and enrich the minds and bodies of its people so they can, in turn, inspire and enrich others.

City of Charleston Mayor Joseph P. Riley, Jr. helped lead public / private efforts to build WestEdge along with the Medical University of South Carolina (MUSC), the MUSC Foundation, and HPF, Inc. Riley said WestEdge launches a bold new era that will help define Charleston's future.

"I strongly believe that communities need to pivot if they want to progress," said Riley. "That's what WestEdge represents; a shift that positions Charleston as a leader in the bio-technology research industry. WestEdge is a shining example of Charleston's leadership in well-designed urbanism, and it will create a vitally important catalyst for economic growth."

Dr. David J. Cole, President of The Medical University of South Carolina, said WestEdge creates an ideal environment to attract and retain the very best healthcare and research talent – both people and companies – from around the world.

“WestEdge will provide MUSC a competitive advantage in recruiting the brightest thought leaders in healthcare research and life sciences,” said Dr. Cole. “MUSC’s presence in WestEdge will play a vital role in the expansion of our research programs and further the collaboration between MUSC and the business community.”

Michael Maher, HPF’s CEO, said years of inclusive work with West Side neighborhood leaders helped frame WestEdge design strategies. The “edge,” said Maher, speaks to the community’s inspiring environment from its focus on urban design, research and discovery.

“WestEdge presents an exciting new approach to working, living and shopping on the peninsula and will positively impact Charleston on four distinct levels: environment, community, economy and health,” said Maher. “This is an incredible forward step in urban revitalization. Local neighbors and the economy will benefit from convenience, infrastructure improvements, high wage jobs and new investment. The design of walkable, bike-able, vibrant spaces supports the research that will lead to life-changing discoveries.”

Longtime West Side resident Arthur Lawrence, a past President of the West Side Neighborhood Association, said local neighbors welcome WestEdge. "WestEdge is lifting up this entire region of peninsula Charleston," said Lawrence. "For years, the West Side struggled with identity, our own sense of place. With WestEdge marking our border along the Ashley River, the West Side finds itself perfectly positioned for the future, and our neighborhood schools will enjoy positive influence from nearby medical and technology businesses”

Architectural plans have been submitted for the first two anchor buildings, including:

- 10 WestEdge - a mixed use building to include a grocery store on the ground floor, flanked by retail / restaurant space with outdoor dining at street level, 350 residential units on upper floors and a core space parking garage enclosed within the structure.
- 22 WestEdge - is the community’s first research and office building with 151,000 square feet. Planners refer to the building’s design of lab, research, office and street-front retail space as a “world class research building.”

“WestEdge presents a unique opportunity to improve the physical and business connections between MUSC and the Charleston community and both the 10 and 22 WestEdge buildings have been designed to accommodate the demand from these collaborative relationships,” said Mack Reese of Gateway Development Services, who is leading the development of the initial buildings and is working with Maher and HPF on the overall master development activities in WestEdge.

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