

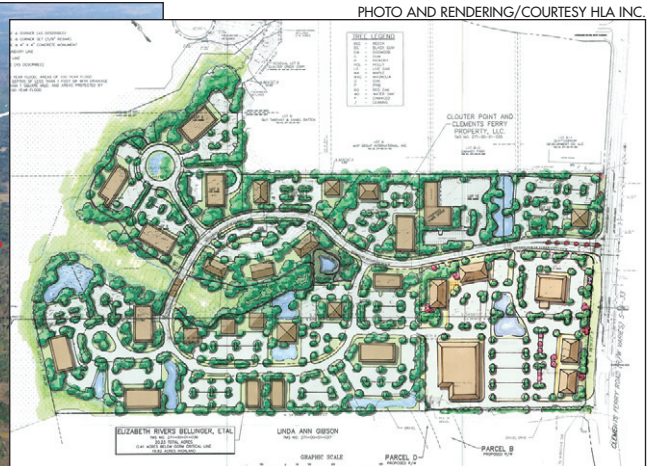
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Tailored class 'A' office park slated for Cainhoy



The Charleston Enterprise Center in Cainhoy will blend custom-built office facilities with the area's natural beauty.

BY DENNIS QUICK
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A new class "A" office park is in the works to attract to the region high technology and biotech firms—the kind of businesses that offer high-paying jobs.

Local real estate broker Charles Moore Jr., Cato clothing stores co-founder Wayland Cato Jr., real estate broker Ted Stoney Jr. and brother Richard Stoney have partnered to develop the Charleston Enterprise Center, a 54-acre office campus off Clements Ferry Road in Cainhoy.

Instead of buildings being built before tenants are signed, tenants will be signed first and then the buildings designed and built according to the particular needs of each tenant. Moore considers the project a new concept in office park design for this region. He says he has seen similar concepts in Charlotte.

Marketing of the office park will begin before the end of the year, Moore says. West Ashley-based HLA Inc. is designing the campus' landscaping, which will include hills, a cul-de-sac, walking trails, marshes and plenty of trees. Sanders Brothers Construction Co. in North Charleston has cleared the acreage, and water and sewage lines have been installed. Underground

wiring also will be installed and BellSouth will provide telecommunications.

In six months, the park's landscaping, featuring about 1,000 feet of frontage along Clements Ferry Road, will be completed, according to Moore.

"We're looking for ATD-type tenants," Moore explains, referring to local electronic stock-trading company Automated Trading Desk. He not only cites ATD as the kind of knowledge-based company the Lowcountry needs more of, but its Mount Pleasant campus as a model of office park design. The Charleston Enterprise Center will be aesthetically similar, Moore claims.

Moore estimates the number of tenants could range from 12 to 22. However, he emphasizes that quality tenants and a quality office environment take precedence over the number of tenants signed.

"If we sign five ATDs, we'll be happy," he says.

Moore acknowledges that the "build-to-suit" concept behind the Charleston Enterprise Center might not appeal to prospective tenants who prefer to have facilities already in place and that it takes patience to sign the right tenants. Yet such a concept eliminates the possibility of buildings remaining vacant after construction, he says.

"You're building for people you know will come here," Moore points out, adding that the buildings will be leased rather than sold.

Moore expects most of the tenants to come from the Southeast. He says leads most likely will come from other brokers and entities like the Charleston Regional Development Alliance and Berkeley County Economic Development.

Although the developers will hire different architects to custom-design the buildings, the architects will follow guidelines so the office park will have a consistent design motif, Moore says.

"The park will be split into different use areas, and the entrance area will have a nice corporate image," says landscape architect Barry Whalen of HLA Inc. He adds that the office park "will be a combination of old and new" design motifs.

The office park's location half a mile from Interstate 526, its proximity to Daniel Island, Mount Pleasant and North Charleston, and the ongoing commercial and residential development of Clements Ferry Road make the Charleston Enterprise Center a prime business address, Moore notes.

Moore believes if the Charleston Enterprise Center's build-to-suit concept becomes successful, it could spawn similar office parks in the region.

"In real estate, we copy success," he says. ■

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