



CASE STUDY: LANDLORD

MIDTOWN

Charleston, SC

Midtown is a mixed-use development with space for office and retail tenants. Located on Upper King Street, Midtown presents an excellent opportunity to lease space in the newest up-and-coming area of the Peninsula.

DEALS DONE

Felix Cocktails et Cuisine
Revelator Coffee Co
Dry Bar
Pour Tap Room
Colour Studio Charleston
1ST Place
Bourbon N' Bubbles
Mesu

PROCESSES

- Create target tenant list based on criteria set with owner
- Set up meetings and/or calls with top tier tenants, retailers, and chefs
- Cold call on continuously growing list
- Leverage existing relationships with regional and national tenants and brokers
- Provide bi-weekly prospect reports along with scheduled or ad-hoc calls as needed

CHALLENGES

- Specific tenant mix for complimentary uses to the hotels—no subdividing
- Cultivating soft goods interest on Upper King, an area that was “green” at the time of construction
- Size of corner restaurant space for Charleston market at time of delivery