

Mount Pleasant — #1 of 7: Median Gross Rent

Mount Pleasant Leads SC in Median Gross Rent

Source: ALEX Intelligence, October 13, 2026

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THE DATA

\$2,159

Median Gross Rent (2024)

Mount Pleasant records the highest median gross rent among all cities in the Charleston tri-county.

This figure reflects a growing premium on living in established, amenity-rich neighborhoods. The high rent is not solely driven by demand but also by structural constraints — rising land values, zoning decisions, and the increasing commercialization of formerly residential zones. As residents push back against convenience stores and restaurants in residential areas, the cost of maintaining neighborhood character is being priced into housing.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-13-charleston-sc-gross-rent-place-mkt>



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Zoning Pushback Is a Market Signal

This shift suggests that future housing value growth will not come from density alone, but from strategic preservation of neighborhood identity. The highest rents are not just in high-demand areas — they are in areas where residents successfully defend their lifestyle from encroachment.

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Rent and Zoning Are Interlocked

This creates a feedback loop: higher rents incentivize residents to resist change, which in turn raises the cost of new development. The result is a self-reinforcing cycle where affordability declines not because of supply shortages, but because of the premium placed on maintaining a static, character-protected environment. The market is not just pricing housing — it's pricing control.



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