

The Vertical Transformation of Oncology

A Strategic Overview of MUSC's \$1.115 Billion
Comprehensive Cancer Hospital & Innovation District

Target Completion:
2030

Executive Summary: Engineering a Cure in a Historic City

\$1.115 Billion

Total Investment

250 Feet

New Height Allowance

\$10.1 Billion

Annual Statewide Impact

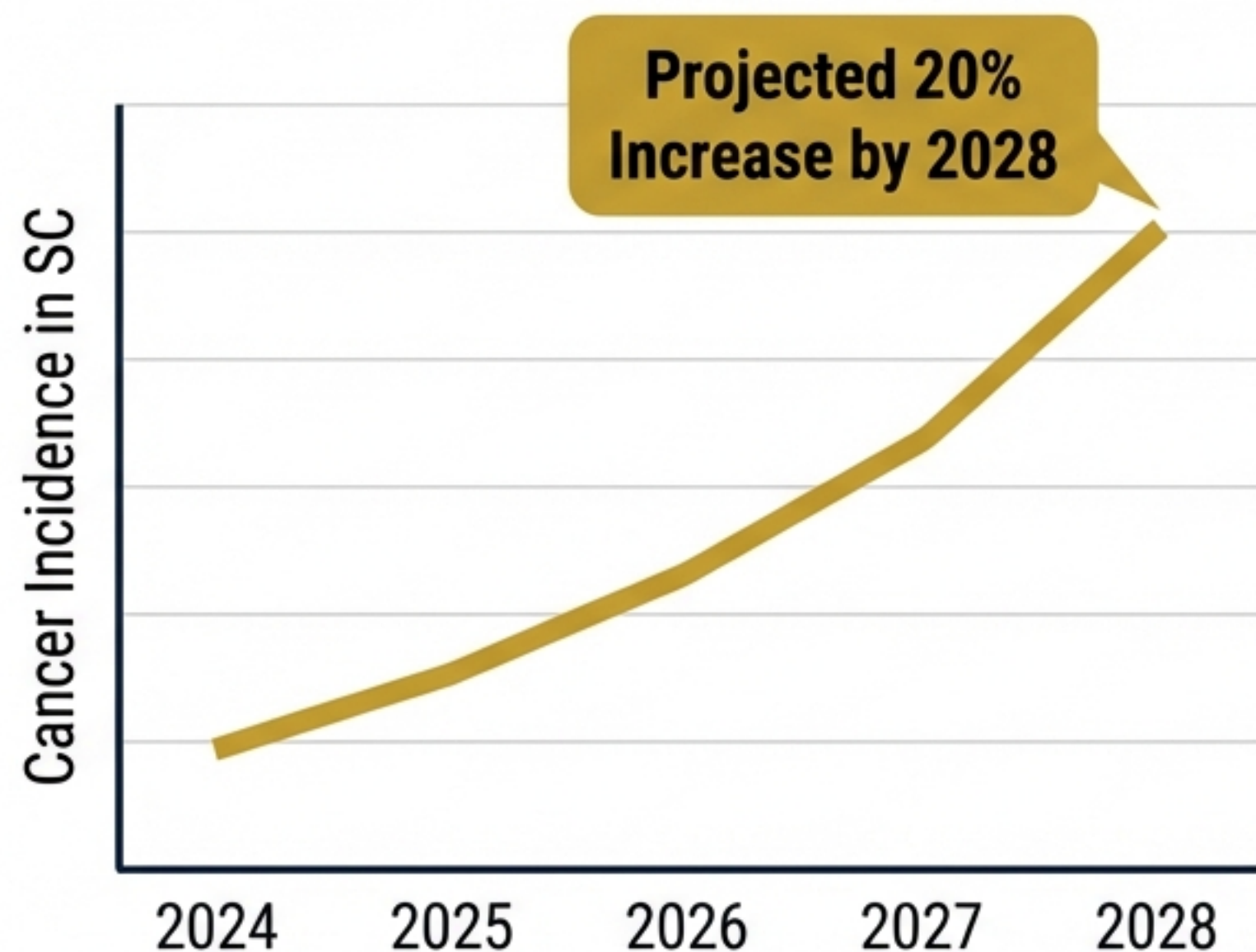
The Mission

Transitioning from “NCI-Designated” to “**NCI-Comprehensive**” status requires physical density. We must **integrate bench research** directly with **patient care** to accelerate the research-to-bedside pipeline.

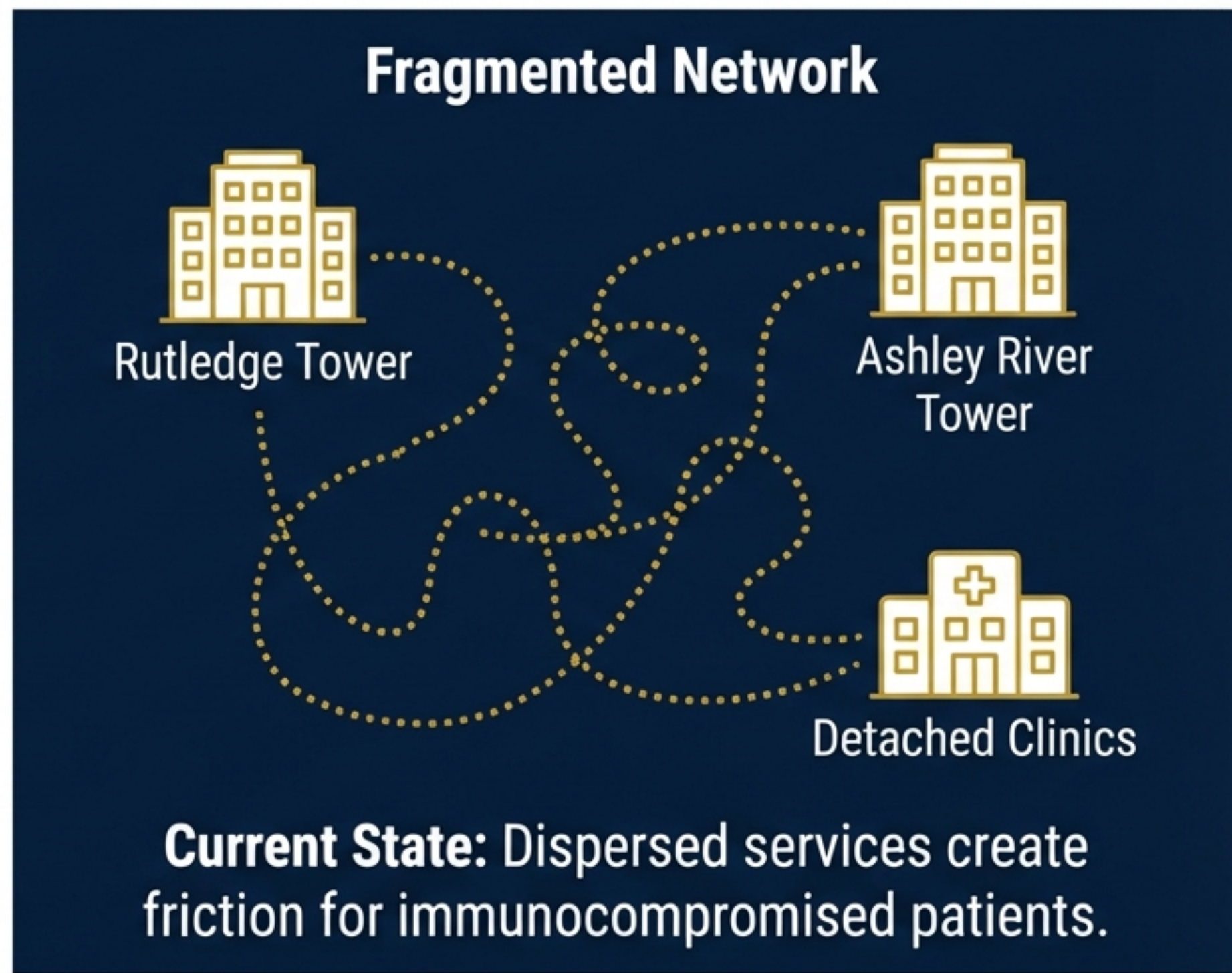
The Constraint & Solution

Navigating the extreme **land scarcity** of the Charleston peninsula by building vertically. The new tower creates a “**machine for healing**” that rises above the **historic skyloric skyline**, authorized by the new **Peninsula Medical University Overlay Zone**.

The Strategic Imperative: Rising Demand vs. Fragmented Infrastructure

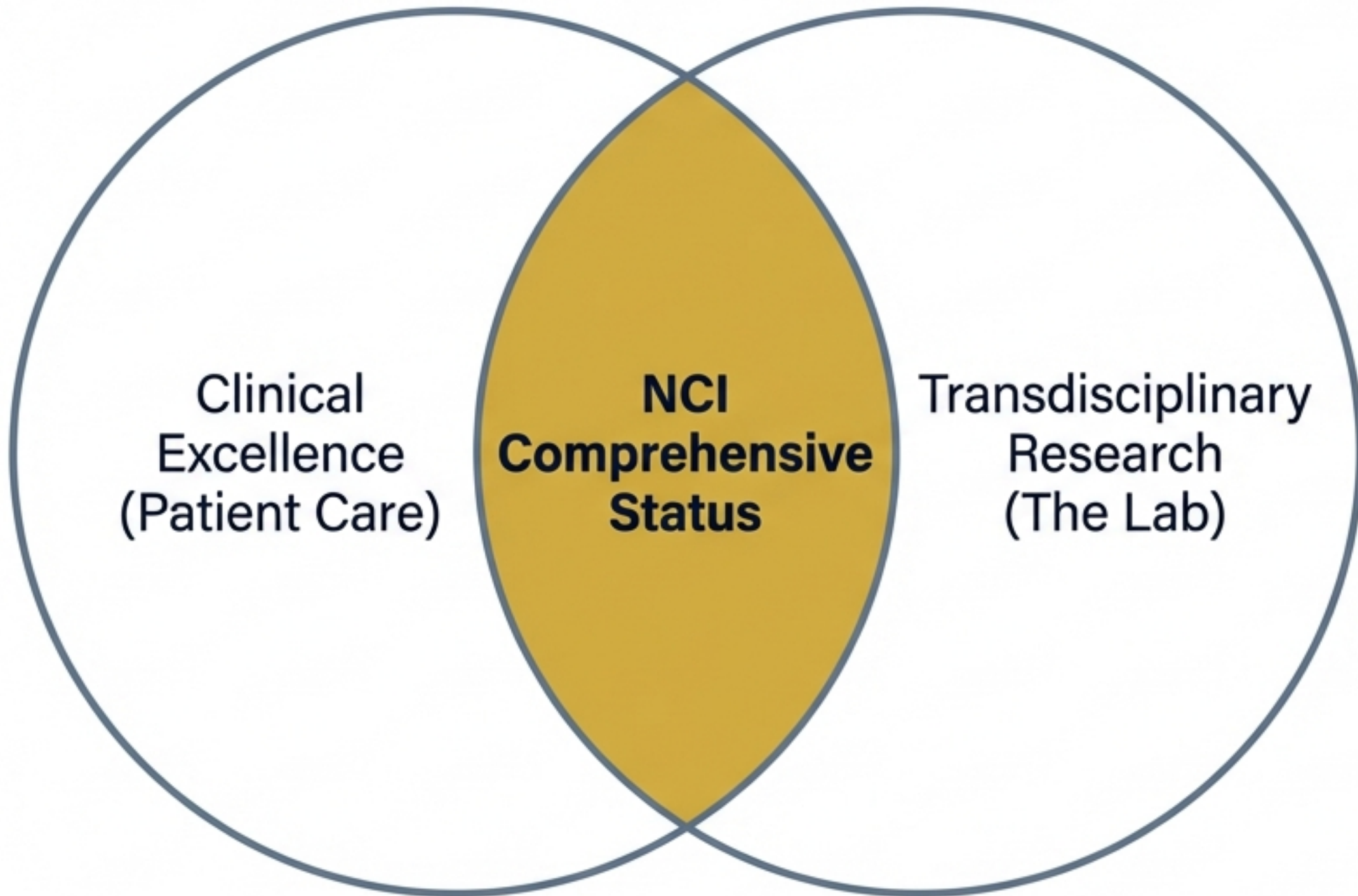


Population over 55 is growing **3x faster** than the 20-54 demographic.



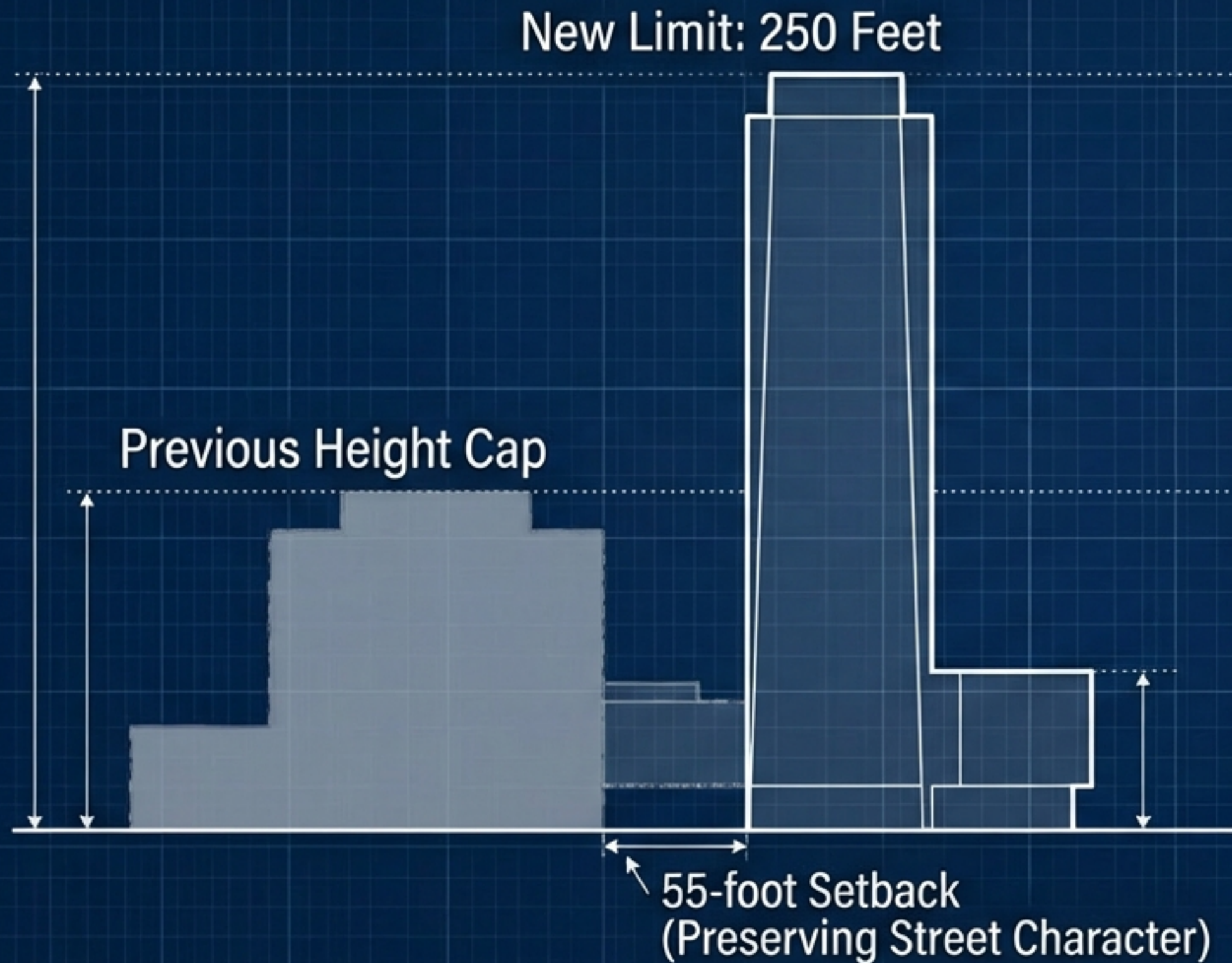
The Solution: OneMUSC. Consolidating inpatient and outpatient services to streamline care

The Gold Standard: Pursuit of NCI Comprehensive Designation



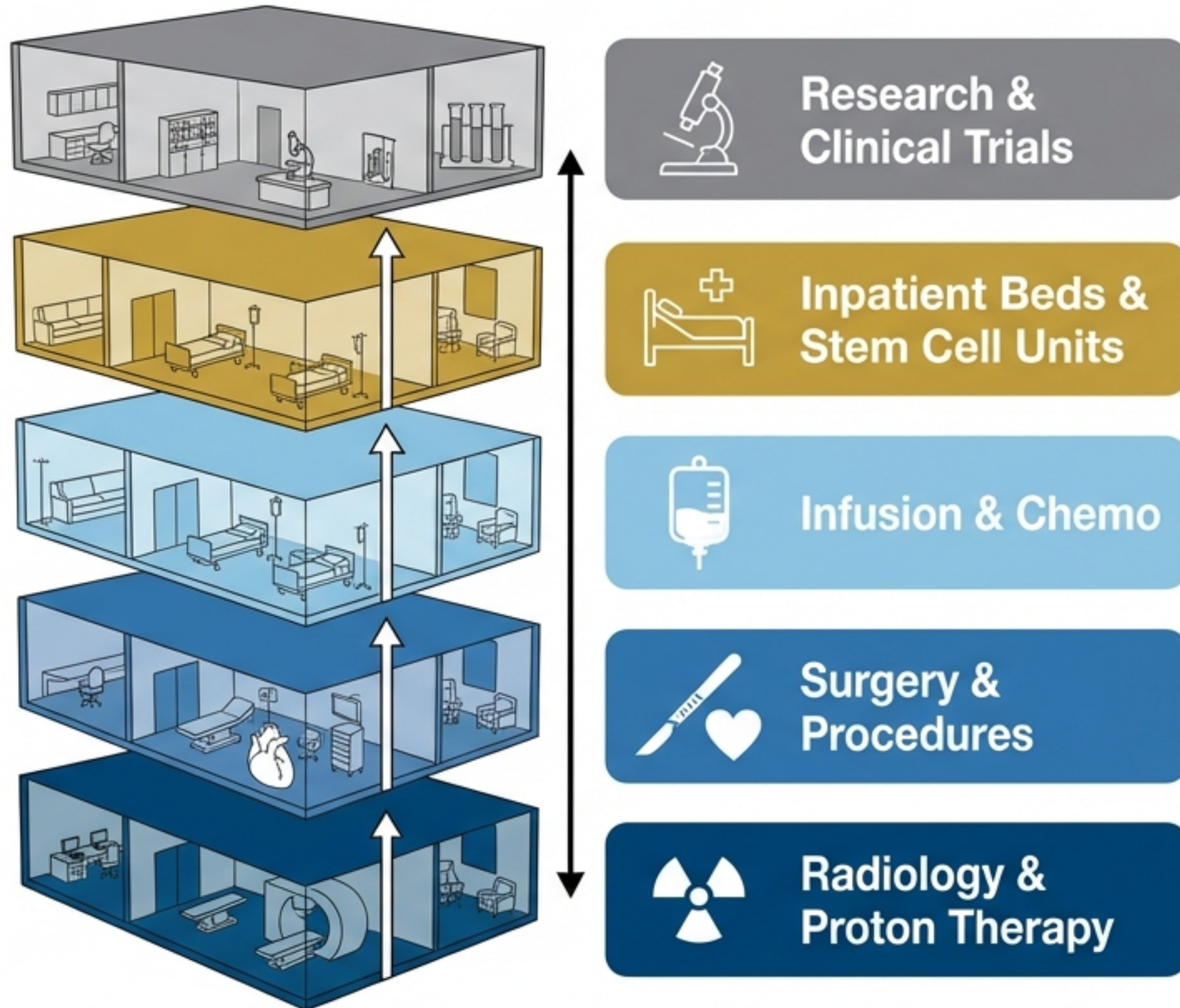
- **Context:** MUSC Hollings is currently the state's only NCI-designated center. The goal is the highest tier.
- **Requirement:** Researchers must be physically proximate to clinical trials and inpatient populations.
- **Result:** Survival rates at NCI centers are up to 4x higher than national averages. Enhanced access to Phase 1 trials and CAR-T therapies.

Zoning for Density: The Peninsula Medical University Overlay



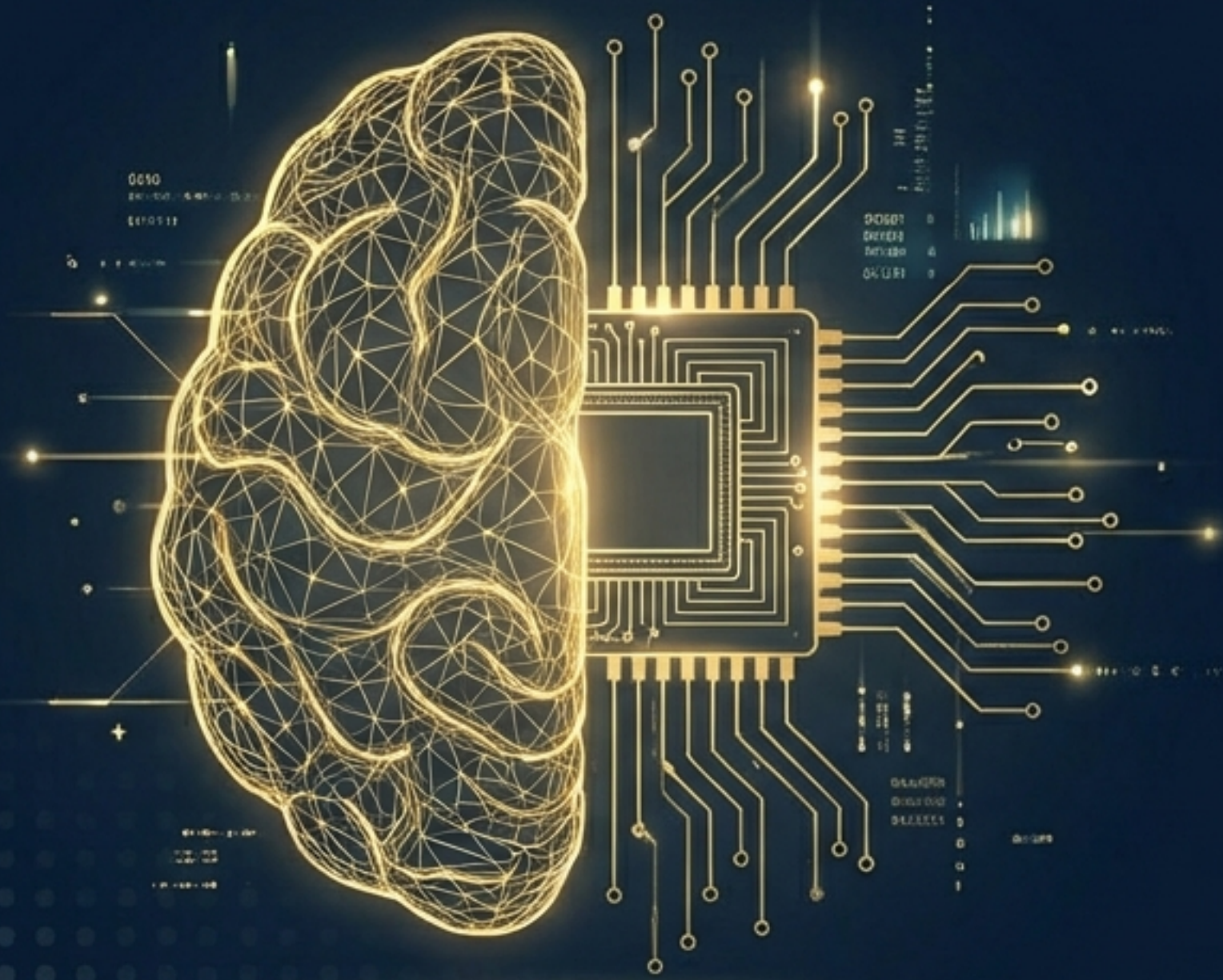
- **Approved:** Oct 14, 2025 (City Council)
- **Exemptions:** 17 properties cleared for demolition without BAR approval.
- **Purpose:** Solving land scarcity on the historic peninsula.

Inside the Facility: A Vertical “One-Stop Shop”



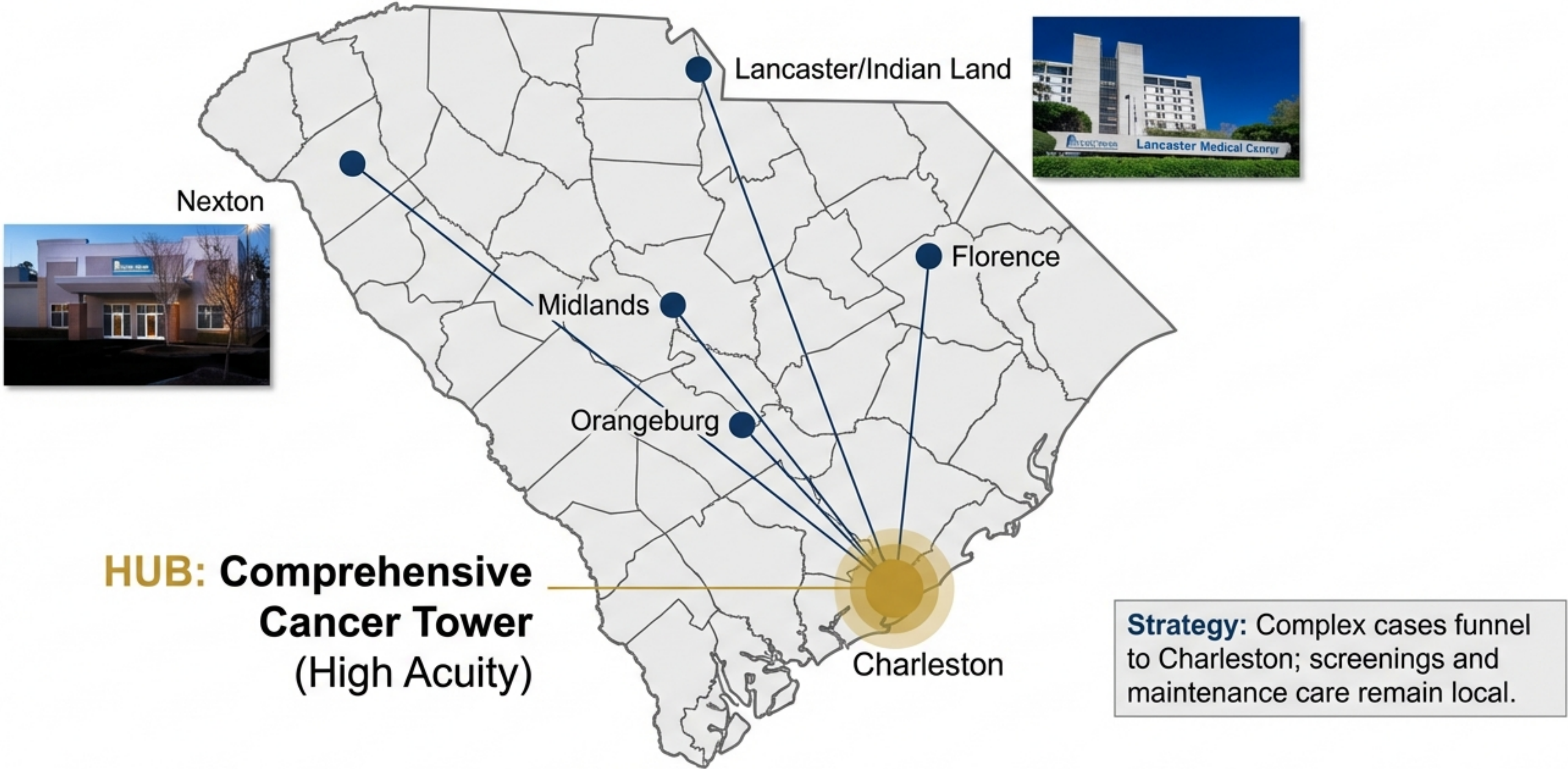
Design Philosophy: Reducing movement for immunocompromised patients. Features HEPA-filtered transplantation units and specialized physical therapy.

The Technological Frontier: AI & Digital Integration



- **AI Center for Health Innovation and Informatics:** Established Feb 2026.
- **Synthetic Data:** Using high-performance computing to model cancer progression and optimize trial recruitment.
- **Smart Infrastructure:** Robotics in pharmacy supply chains and digital wayfinding for patients.
- **Strategy:** Attracting top-tier clinicians who demand data-driven environments.

The Hub-and-Spoke Strategy: Statewide Reach



The Economic Multiplier Effect

\$10.1 Billion
Annual Economic Impact



Multiplier: 2.8. For every 10 research jobs,
18 new jobs are created elsewhere.

Wage Premium: +67%. MUSC jobs pay significantly
higher than state average (\$92k vs \$55k).

Hollings Cancer Center specifically generates \$860M annually (pre-expansion).

Fueling the Knowledge Economy

The Pipeline



New College of Medicine Building (\$175M).

Groundbreaking Dec 2024. Increasing class sizes to address physician shortages.

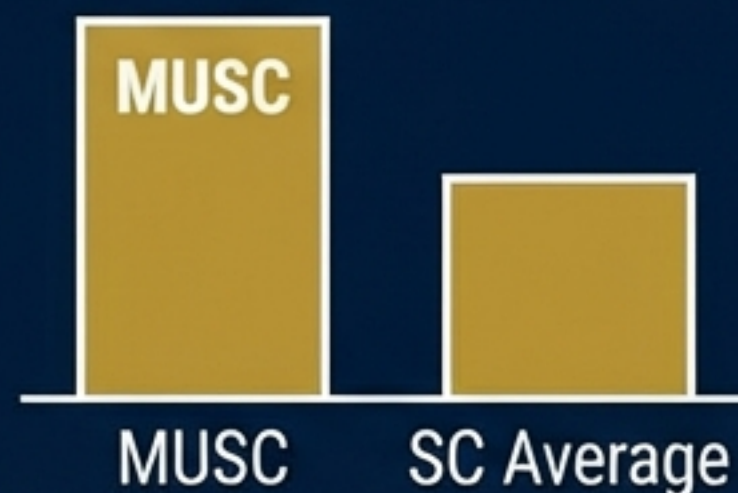
The Innovation District



Biotech & Life Sciences.

Overlay zone permits mixed-use labs and housing. 51 active startups launched; 400+ patents since 2013.

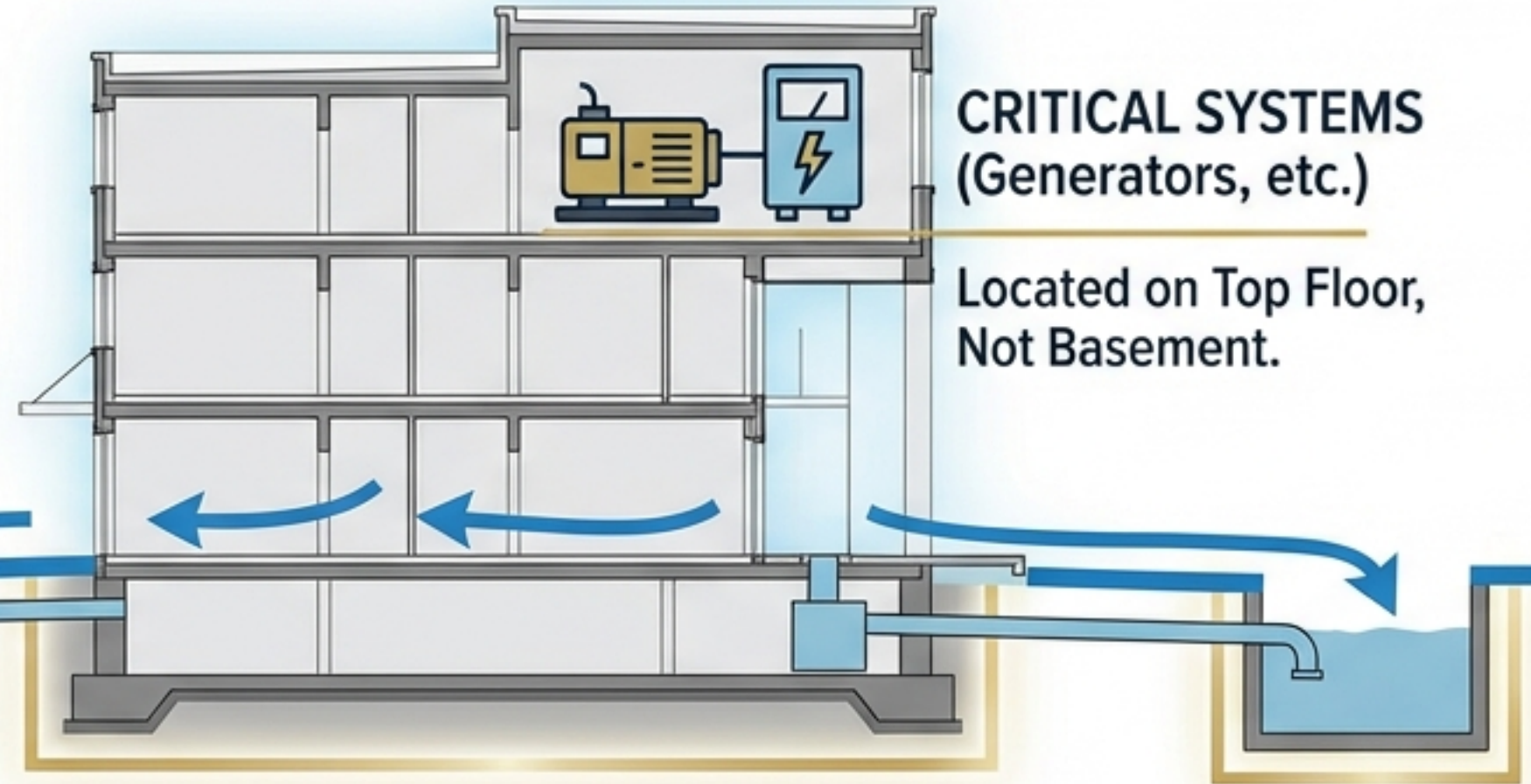
#1 in Retaining High-Skilled Graduates



Resilience & Community Integration

Flood Mitigation

Stormwater plan 20% better than city standards.



Mobility



Partnership with CARTA to reduce peninsula congestion.

Historic Balance
55-foot setbacks and collaboration with Historic Charleston Foundation.

Funding & Project Timeline

The Funding Stack



State Budget Allocations
(Gov. McMaster FY26-27)



Institutional Revenue
(\$8.9B Enterprise Budget)



Private Philanthropy

The Timeline

2025

Zoning Approved
Nexton Groundbreaking



2026

Design Finalized
AI Center Established



2028

Outpatient Facilities
New Medical Office
Building Open



2030

Comprehensive Cancer
Hospital Completion





A Vested Right in South Carolina's Future.

More than concrete and glass, this is a commitment to cure cancer
and a pillar of the state's economy for the next century.



"Changing What's Possible."