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## Texas Builder Targets Executives from Boeing, Volvo in New SC Housing Development

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A national homebuilder aims high with its latest South Carolina project, offering executive-style homes just minutes from major employers like Volvo Cars and Boeing. Based in Texas, D.R. Horton has launched its newest Charleston-area neighborhood, Berkeley Bay, hoping to attract top talent from nearby corporate giants.

Berkeley Bay is located in Ridgeville, just a short drive from the Volvo Cars production facility and Redwood Materials' growing battery recycling operation. With 27 home sites carved into the development, D.R. Horton is catering to what it calls "move-up buyers" or

professionals looking to transition into larger, more refined homes in a quieter, more private community.

“This is for the move-up buyer, the executive at Volvo, Redwoods, or Boeing,” said D.R. Horton’s McElveen, who works alongside Corby O’Neil Looney. “We just had someone from Boeing buy in here, and a retiree couple and a young couple that relocated from Georgetown. The buyer profile is very varied.”

Of the 27 available lots, 11 already feature completed move-in-ready homes. Three have been sold, and 13 are open for custom builds. The properties are competitively priced for the area’s growing executive market, starting at \$579,000 for a new build and \$599,000 for homes ready to occupy. The model home is located at 1589 Fish Road.

The homes range in size from 2,261 to 3,100 square feet and include upscale features such as quartz countertops, KitchenAid appliances, tray ceilings, HardiPlank siding, and craftsman-style finishes. One of the standout options is a “next-generation” layout that includes an in-law or guest suite, catering to multigenerational living or extended guest stays.

Proximity is a key selling point. The development sits near Interstate 26 and Camp Hall Commerce Park, a major regional industrial and economic hub. Camp Hall spans 6,800 acres and is home to Volvo Cars and Redwood Materials. Business Facilities Magazine recently named it the top economic development site in the country. When completed in 2035, it is projected to generate an \$8 billion annual impact for South Carolina.

Residents also benefit from access to Avian Park, a public recreational area within Camp Hall that offers walking and biking trails, basketball courts, soccer fields, pickleball courts, a disc golf course, and regular visits from local food trucks.

Ridgeville’s rapid growth hasn’t gone unnoticed. “Ridgeville has been discovered,” said Roni Haskell, a broker associate at Keller Williams. “You can’t talk to an economic development team without them bringing it up. It’s where the growth is going, though not a lot of that growth is in the commercial sector.”

Other developers are also planting flags in the Ridgeville area. Center Park Homes is building in two new neighborhoods, including the gated Carolina Bay community, where

home prices begin in the upper \$400,000s on spacious three-quarter-acre lots. The Timothy Lakes community offers a variety of floor plans starting at \$372,900.

Meanwhile, Ryan Homes is marketing new builds in Pine Ridge Estates, with one-acre sites and home prices in the mid-\$400,000 range.

“People used to move to Ridgeville for value-based housing, but now it’s to get out of the hustle and bustle,” Haskell noted. “They want to break away from HOAs and put breathing room between themselves and neighbors.”

D.R. Horton, which has delivered over one million homes nationwide, currently operates 18 communities in the Charleston area and maintains a regional office on Clements Ferry Road. The builder is also preparing to launch another Ridgeville community, Avondale, later this year.