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I'On Group & The Cassina Group to Host Ribbon Cutting Ceremony for Earl's Court on October 17, 2013

Mount Pleasant, SC (October 7, 2013)—A ribbon cutting ceremony will be held on **October 17, 2013 at 9:30am** to celebrate the opening of a new street in the Old Village of Mount Pleasant. The new street – Rose Wilder Lane – was built by the I'On Group and connects May Lane, Hibben and Whilden Streets. 26 single-family homes will be built along with neighborhood-oriented commercial space designed to accommodate local businesses. The first four of the 26 planned homes are under construction. Three of these four are sold.

Midway down Rose Wilder Lane is a small square called “Earl’s Court”, a name often used when referring to the development. “Earl’s Court” was derived not from the famous area of London by that name, but for “Earl”, an affectionate Labrador retriever known to “hold court” in the area.

“We aim to advance the informal charm and authenticity of the Old Village with homes that combine traditional detailing and modern conveniences,” said I'On Group Founder, Vince Graham. “We’re a part of this timeless neighborhood, and want the street and building design to be complimentary. Once complete, our hope is that Earl’s Court will blend seamlessly into the surrounding Village.”

The I'On Group is best known for the Morris Square development in downtown Charleston, as well as I'On, its flagship neighborhood between Mathis Ferry Road and Hobcaw Creek in Mount Pleasant.

The ribbon cutting ceremony will begin at 9:30am with remarks from Mr. Graham. Architect Phil Clarke of Clarke Design Group and local builder Josh Moss of Moss Construction will also be in attendance. The ceremony is open to the public and will take place on site near the corner of Whilden and Hibben Streets at the entrance to the Old Village. Parking is readily available on surrounding streets.

“Earl’s Court will offer small, high quality homes in one of the best locations in the Charleston area,” said Jimmy Dye, co-founder and broker of The Cassina Group. “We are excited to share our vision with Mount Pleasant and celebrate the opening of this new street.”

For additional information on Earl’s Court, please visit www.ANewStreet.com.

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