

Haywood Road Master Plan adopted



City Council has adopted the Haywood Road Area Master Plan and it has been incorporated into the City's Comprehensive Plan. City staff is currently working with the Uptown Greenville Business Association on the design of gateway and wayfinding signs. The City's Utility Program Manager is currently contacting property owners along Haywood Road regarding the undergrounding project. City Planning and Development Division staff will be working over the next year on the creation of an overlay district for the area.

Kroc Center and AJ Whittenberg School Under Construction

The Kroc Center project, which is funded by a \$50 million grant from the will of the widow of McDonald's founder Ray Kroc, continues to move forward. Construction for the Kroc Center began in December 2009 and will be complete in approximately two years. The site is one of ten Kroc Centers to be built in the South and one of forty in the country. Over 3,000 people are expected to visit the center

every day. The site will include a new home for the Salvation Army Boys and Girls Club, meeting space, aquatics, a chapel, a tennis facility, and an exercise facility.

The AJ Whittenberg Elementary School, a project by architect Craig Gaulden Davis (also the architect for the Kroc Center), is now well under construction and will be complete in time for the 2010-11 school year. Greenville County School District is covering the \$16 million cost of the school through the District's \$1 billion school construction program. Both the school and the Kroc Center will share some facilities. The developments will help spur future redevelopment in this area.



The Children's Museum of the Upstate is Now Open!



The Children's Museum of the Upstate officially opened in late July 2009 and is a huge hit! The 79,000 square foot building is one of the largest children's museums in the United States. The wide variety of exhibits is impressive and includes 18 indoor exhibits like the BI-LO Market, Grandma Betty's Farm, Construction Zone, and Garage Rock. All of the exhibits are fun and entertaining for children of all ages. The museum is located in the former public library building and was successful in

raising more than \$13 million toward its capital campaign goal. The museum was the recipient of tax credit funding in summer 2008, which allowed for the completion of the building to take place this summer. Other project components include a performance space, outdoor garden elements, a café, and a learning store. It is a wonderful addition to Heritage Green.

Infill project McBee Station adds tenants

McBee Station is an infill mixed-use project funded by a public-private partnership, with \$40 to \$50 million in private investments. The City of Greenville's financial contribution of \$2.2 million to the project includes funding for sewer, streetscape, traffic signals, and stormwater components. The site includes a Publix store, Staples, several smaller retail stores and restaurants, a 1-acre bank site, 500 parking spaces in a two-level garage and 165 surface parking spaces. One-, two-, and three-bedroom "Cityhome" condominiums are located



above the retail shops and are available for sale. There are also 197 apartments included in the development, ranging from studio size to 3 bedrooms and ranging in price from \$659 to \$1,554 a month. The square footage on the apartments ranges from 562 to 1,515. For more information:

Retail spaces: Snow Parrott (678) 488-8642

Cityhome Condos: Shelbie Dunn (864) 346-9922

Apartments: Greystar (864) 271-8011

CU-ICAR and Area Development Continue Progress



The Clemson University International Center for Automotive Research (CUICAR) includes 250 acres and will be divided into five “technology clusters” or “neighborhoods.”

Technology Neighborhood 1 features the Timken Technology Center of Greenville, occupying 117,000 square feet, as well as the BMW Information Technology Research Center, occupying 80,000 square feet. Work is currently under way on Neighborhood 2. Key partners in the CU-ICAR project include BMW, Michelin, IBM, and Timken. A new addition coming soon is the Center for Emerging Technologies.

Timken is occupying 117,000 square feet of space and is located in the first technology neighborhood to be built on the campus. Nearly one-third of the building is made from recycled materials, and it received LEED Gold certification last spring, making it the first building in the city to receive this honor. The building features under-floor heating and cooling units, sun-shading on the windows, and uses 44 percent less water than federal standards. There is still availability in this building.

The Millennium Campus site, which extends across Laurens Road and includes 481 acres, is home to Hubbell Lighting Corporate Headquarters. The 185,000-square-foot facility houses 350 employees and has obtained LEED Silver certification from the U.S. Green Building Council. Also in this area are the Millennium Apartments, which opened to residents in September 2008. The apartments are one block from the CU-ICAR campus and are located across the street from J.L. Mann High School. Units are priced from \$699, and more information can be found at www.livemillenniumapartments.com.

The \$85 million buildings owned by the South Financial Group are available for corporate headquarters. This public-private development promises to “redefine the American office park.” More information about this project can be found online at www.HQGreenville.com.

The Point offers retail, restaurants, office

The Point, a 270-acre planned development on Woodruff Road near I-85 features the Shops at The Point, which includes 107,000 square feet of retail. The development includes Whole Foods, and the site is a restaurant destination with Cracker Barrel, Sticky Fingers, Blue Fire Grill, Azia, Indigo Joe's, and Chipotle. The Office Center at The Point features Class A office space and a shared lobby, receptionist, copy/mail room and conference rooms. The Crescent Center building includes more than 750,000 square feet of office and warehouse space.



City Completes Improvements

The City of Greenville recently completed streetscape improvements at the corner of Augusta Street and Mauldin Road. The improvements are intended to attract investment to the area.

NEXT Innovation Center Open for Business



Located at the corner of Church Street and University Ridge, the former Cameron and Barkley Co. building has been transformed into the Next Innovation Center. The building, includes 60,000 square feet of space for high-tech growth firms, providing them areas for collaboration and innovation, including a "Wii" game room, café, showers, and common space. Current tenants include a number of local companies, the Upstate Carolina Angel Network and the NEXT collaborative office.

Swamp Rabbit Trail Continues to Expand

To date the City of Greenville has completed over 4 miles of trails in the City limits. A Trails and Greenways Master Plan guides future planning efforts for the trail system. Adding trails over the next several years is one of City Council's major quality of life goals.

The trail will extend from downtown Greenville to Furman University and Travelers Rest. A portion of the trail, Hincapie Path, was named for well-known cyclist George Hincapie and was dedicated at the end of 2008. The next phase of the trail will extend along Greenville Tech property and will ultimately connect to the Lake Conestee area.

Downtown Streetscape Master Plan Underway

On Tuesday, December 15, the City of Greenville launched a five-month Downtown Streetscapes Master Plan process which will complement ongoing revitalization efforts downtown and help to achieve the goals of the Downtown Master Plan by extending the

aesthetic appeal of Main Street to major side streets and creating more pedestrian connections throughout Greenville's urban core. The plan will establish a prioritization of areas and guide future projects on 10 miles of downtown area street corridors.

Glattig Jackson Kercher Anglin, an international urban design, landscape architecture and planning firm, has been hired to coordinate the project, and Dan Burden, the firm's nationally-recognized "Livable Streets" expert, will assist with a mobile workshop. This plan has the potential to transform downtown streets into better walkable environments for everyone.

West End Offers Variety of Residential Options

The Pendleton West development near the West End of Greenville includes 18 single-family homes and 48 townhomes. The single-family homes have sold out, and only seven of the townhomes remain.

Two office suites are available and ready for move-in.



The Brick Street Lofts are located at 301 Augusta St. in Greenville's West End, and include eight residential condos as well as ground level retail space. The residential units are priced from the \$190s.

The Brownstones (pictured at right), nine townhomes priced from \$799,000, were developed by Charles Lachanos. They are located on Rhett Street in downtown Greenville, and are more than 3,000 square

feet each. Five units have been sold, and the sixth is currently available for purchase.

Other upcoming residential projects in the West End include the Custom House, located at the corner of Wardlaw and South Main Streets and Markley Place, located at the corner of Rhett and Markley.



Main at Broad Project to Open in Spring 2010

Construction continues on Main at Broad, located next to Greenville's City Hall on the corner of South Main Street and East Broad Street. The developer is the Windsor-Aughtry Company, and Design Strategies of Greenville is the project architect. The \$45 million development will include a six-story Marriott Courtyard Hotel (to open in April 2010), as well as 65,000 square feet of office, retail, and restaurant space. Nantucket Seafood Grill, a high-end seafood restaurant by Rick Erwin, will be housed in the development. The site will include an area of green space in the center that will hold public events.



City initiates two beautification projects on Wade Hampton Boulevard

Wade Hampton Boulevard “Street Tree Planting Plan”

The City of Greenville was awarded a 2009 Community Forestry Grant by the South Carolina Forestry Commission. The grant will be used to develop a “Street Tree Planting Plan” for Wade Hampton Boulevard. The plan will address the systematic planting of trees along the corridor, as well as identify additional opportunities to improve the overall aesthetics. The City will begin working on the plan with a landscape architect in January, and implementation should begin in the spring of 2010.

Landscaped Medians at Bob Jones University

The City recently partnered with Bob Jones University to install new landscaped medians in front of the main entrance to their campus on Wade Hampton Boulevard. City crews began constructing the medians in November, and will complete the work by the end of January.

City expands Facade Improvement Program

Now available to Augusta Road and Pleasantburg Drive

In November, City Council approved an expansion of the Commercial Corridors Facade Improvement Program to include Augusta Road and Pleasantburg Drive. The purpose of the program is to stimulate private investment in these corridors, by providing reimbursement grants for eligible building and site improvements.

Commercial property owners and business owners in these areas can receive grants for up to 20% of the total cost of improvements, with a maximum award of \$10,000. Applications must be approved by the Facade Improvement Committee prior to beginning any work. For more information, please contact

Tracy Ramseur at (864) 467-4404 or tramseur@greenvillesc.gov.

Stone Avenue Master Plan

During the upcoming year, the City will be working with the Stone Avenue neighborhood to develop a master plan for the corridor. City staff organized a task force, made up of representatives of nearby neighborhood associations, business owners, and property owners, to oversee the planning process. The group interviewed consultants in October, and expects to award a contract by the end of the year. The plan will help guide future growth along the corridor, and will identify strategies to allow for new commercial development, while protecting the adjacent residential neighborhoods.

Shops at Greenridge

Shops at Greenridge is a \$64 million retail development along Woodruff Road that features a number of local and chain retailers, including Ann Taylor Loft, Lowe's, Marshalls, PetSmart, Dick's Sporting Goods, Swoozie's, Foxfire, Ulta Salon and Cosmetics, Talbots, Barnes & Noble, Off Broadway Shoes, and J. Jill. Greenridge was developed by Charlotte-based Crosland Development. Restaurants include Panera Bread, P.F. Chang's China Bistro, Salsarita's, Brix Wood Fired Pizza, Red Robin, Mimi's Café, and Long Horn Steakhouse.



Magnolia Park Development

Magnolia Park, in the location of the former Greenville Mall site, includes 64 acres and features retailers such as Costco, Rooms to Go (under construction now and relocating from Haywood Road), Sports Authority, and Hollywood 20 cinema. Costco utilizes 25 percent of the development area and is located on the former Dillard's site.

The property was sold in December 2005 for \$37 million to a partnership between Gulfside Development Company of Florida and Canyon Capital Realty Advisors of California, and was annexed into the City in 2007. The property was then resold in April 2007 and structured into separate deals: Costco purchased 15 acres for \$6.3 million and Menin Development of Florida bought 49 acres for \$52 million.

Super Play USA is being planned by Frank Entertainment. Super Play USA is a state-of-the-art bowling and family entertainment center that will encompass 34 lanes of private bowling, laser tag, a billiards room, and a state of the art "family playground."