

# WADE HAMPTON



Most BJU students are familiar with many of the dining and recreational possibilities that downtown Greenville offers. Soon they will have a few more options a little closer to campus in the NorthPointe mixed-use development at the intersection of Wade Hampton Boulevard and Church Street.

These new options include a Harris Teeter grocery store, multiple restaurants and retail spaces, apartments and a fitness center.

In the summer of 2017, Central Realty Holdings, a real estate investment firm with an office located across the street from NorthPointe, began the project, which will include three new buildings and a parking garage.

The first building, a V-shaped structure on the corner of Stone Avenue and Wade Hampton Boulevard, includes 22,000 square feet of retail space for the next big Greenville coffee shop, clothing boutique or fine dining experience to open. Multi-family apartments will be built above the retail spaces.

Though not in use, a parking garage has been built opposite the apartments and retail spaces, creating an open triangle-shaped courtyard between the structures. The apartments will be connected to the parking garage at each level of the building, with reserved residential spaces in the upper decks.

The second building, a unique S-shaped apartment building with two small courtyards, will offer easy access to the parking garage via a third-floor bridge connecting the two structures.

Together the residential spaces will offer a total of 284 apartments with easily accessible parking and convenient access to the retail spaces in the NorthPointe development.

The third building at the intersection of Wade Hampton and North Church Street will be a new Harris Teeter grocery store and pharmacy.

Harris Teeter is a grocery store chain that services seven states and the District of Columbia and is owned by The Kroger Company. This will be the second Harris Teeter location in Greenville. The other location is on Augusta Street.

The residential and retail spaces of the NorthPointe development are expected to open by the end of the year. Construction of the Harris Teeter is expected to begin this summer, and the grocery store should open in early 2020.

The NorthPointe development is inspiring a renewed look at Wade Hampton Boulevard. Historically, Wade Hampton has been the main route into Greenville, but it has not seen the same growth as the rest of downtown Greenville.

The city of Greenville plans to upgrade Wade Hampton Boulevard over the next few years. The proposed beautification project will stretch from the NorthPointe development to Pleasantburg Drive, according to the Wade Hampton Boulevard Strategic Plan.

The city of Greenville began preliminary planning for the project in April 2018. After many individual and small group surveys, it was



clear that Wade Hampton needed some visual improvements.

“Make this a beautiful place to live and work. This is a huge entry point into the beautiful downtown and deserves to be a friendly space that allows for surrounding neighborhoods to get to and to walk and bike to surrounding businesses,” one anonymous survey comment said.

Three proposed changes could have effects on the lives of students and faculty/staff at Bob Jones University and the University itself.

First, the city of Greenville hopes to make the boulevard more visually appealing by adding a wider multi-purpose path on the north side of Wade Hampton across from campus—absorbing six feet of lawn space on the far side of the existing sidewalk—by moving the streetlights to the far side of the new path and installing mast-arm traffic signals instead of hanging signals.

The changes would also include neighborhood signage, landscaping in the medians and “piano-key” crosswalks.

Ultimately, the wider sidewalk, signal improvements and crosswalk changes would make bicycle and pedestrian traffic into downtown Greenville, NorthPointe and surrounding businesses much safer and more enjoyable.

A second change that could affect students involves White Oak Road and Bradley Boulevard behind White Oak Baptist Church and the Campus View Apartments.

The proposed change would

realign Bradley Boulevard to be parallel with Wade Hampton and eliminate the diagonal cut through from Pleasantburg to Wade Hampton that many students take as a shortcut to campus. The realignment would create a safer environment for the preschool and kindergarten at White Oak Baptist Church and the residents of the Campus View Apartments.

The final proposed change that could affect Bob Jones University includes a new hotel near the BJU Press facilities.

The city of Greenville would like to see a hotel built in the parking lot and a new parking garage next to BJU Press to make the best use of space. The hotel would have a similar look to those already being built downtown.

Other proposed projects include better connections to surrounding neighborhoods from Wade Hampton Boulevard and revitalization of existing structures along Wade Hampton.

The Wade Hampton beautification project is still in its planning stages. Bob Jones University has played a key role in the project. Randy Page, chief of staff at BJU, participated in the Wade Hampton Boulevard steering committee, and BJU hosted a public input meeting for the project on May 29, 2018.

The current proposal is preliminary, but the proposed changes could make Wade Hampton Boulevard an attractive location for developments, like NorthPointe, to be built.