

Project set to alter downtown footprint



Erwin Penland held its groundbreaking for its new downtown space on Thursday.

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Six-story centerpiece of city's 'North of Broad' district to have rooftop space for public events

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A parking garage that will add 535 new spaces in the heart of downtown Greenville is the first big piece of the new Erwin Penland building, a project being billed as the centerpiece of a new "North of Broad district."

The marketing agency's president, Joe Erwin, shared the latest on the transformative project Thursday with a large audience of community and business leaders and staff.

The first component under way is the public parking garage, which is being built by the city at a cost of \$10 million.

The main building at the eastern end of Court Street, EP360, will begin construction in about two months, Erwin said.

The six-story, brick-and-glass structure will add 125,000 square feet of space, 3,000 of which will be set aside for a rooftop space that will be open for public events and offer 360-degree views of the city.

The project, scheduled for completion in early 2017, is the

DEVELOPMENT UNDERWAY

Five major projects ongoing where the West End meets the downtown business district.

EP3

Erwin Penland's new 125,000-square-foot mixed-use building that will become center of public square between McBee Avenue and East Broad Street. Complete early 2017.

Fountains of Greenville

Apartment project adding 210 units on East Broad Street, across from Northampton Wines. Complete 2016.

District West

A 365-apartment project by Flournoy Companies that includes a parking garage with nearly 500 spaces at Westfield and West Broad streets. Complete early 2017.

Camperdown

Expansive mixed-use development on the current site of *The Greenville News* at Main and East Broad streets. Project will include an office building, hotel, apartments, condos, retail and a center public square. Work begins early 2015.

RiverPlace

The third phase of the signature redevelopment along the Reedy River will bring an Embassy Suites and parking garage along the river. Complete 2015.

Downtown

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latest major change to the skyline either approved or in the works within blocks of one another where the heart of downtown meets the West End.

Nearby, the current site of *The Greenville News* at South Main and East Broad streets will be torn down for the Camperdown mixed-use development, which will feature a Marriott hotel, office building, apartments, condos and public center square.

The Camperdown development work is expected to begin in early 2016, developer Brody Glenn said.

Down the hill from EP360 on East Broad, work is ongoing for the Fountains of Greenville project, which will add 210 apartment units.

The projects necessitated the expansion of sewer lines, work that has just been completed after weeks of road closures on Falls Street, Erwin said.

The EP360 building will the marketing agency's headquarters to quadruple its current size.

Erwin Penland first located downtown in 1989 at the corner of Falls and Broad streets in the former Working Benevolent Temple and Professional Building, built in 1922 as offices for black professionals.

The agency — which today employs 400 between its downtown Greenville and New York offices — built a new 30,000-square-foot space, EP2, and will connect it with the new building via an air bridge. The EP2 building will itself undergo renovations.

The historic John Wesley United Methodist Church in the shadow of the new building is a prominent part of artists' renderings for what the district will look like.



Joe Erwin, president of Erwin Penland, speaks during the company's groundbreaking for its new downtown space Thursday. MYKAL MCELLOWNEY/STAFF

The vision for a district that grows downtown beyond Main Street has long been needed in the area, Erwin said.

The project will create a public space that connects Main, Falls and Broad streets to McBee Avenue with walking paths. The clutter under the Church Street bridge will be cleaned and beautified, with everything under the bridge done by next summer.

In the center will be a campus that will feature a public art piece that has yet to be determined.

"Somewhere there we want a really interesting piece of public art," Erwin said. "Maybe a piece of art with a story and not just a sculpture."

The project is being built on what had been hard-surface parking between EP2 and the SunTrust and Greenville Health System building.

The parking lot land has been subdivided into three pieces, and the remaining piece closest to Church Street will be parking for a time but slated for development, said Jackson Hughes of Hughes Commercial Properties, the developer of EP360.

There is no time line on development of that property, but it could come soon after EP3 is finished, he said.

"We have some ideas," Hughes said. "It kind of just depends on what tenant interest we have."