

More Seneca shopping center tenants

Plans for theater scrapped, according to developer update

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SENECA — The developer of a major lakefront shopping complex coming to Oconee County near Clemson has revealed new tenants that are bound for the area.

Five Below, Michaels, Rack Room Shoes and Petco have been added to the list of key tenants at Hartwell Village, according to an update to the development's overview on the website of developer Casto.

The four retailers are in addition to previously reported tenants Marshalls and Ulta Beauty, while a Tru by Hilton hotel has also been added to the development's site plan.

A theater that was part of the center's initial site plan has been replaced by a future resort in the latest update, which is dated March 17.

The first phase of the development is scheduled to open in 2018, according to Casto.

Oconee County economic development director Richard Blackwell told The Journal in February the county expects the development, which has seen its share of delays, "to go vertical" by the middle of the year.

Five Below is one of the fastest growing retailers in the country, with more than 500 stores in 32 states, according to its website. Catering to teens, pre-teens and their parents, Five Below carries an assortment of items all priced \$5 or less.

Michaels is North America's largest arts and crafts specialty retailer, and as of May 2013 had more than 1,105 stores in the United States and Canada, according to its website.

Rack Room Shoes strives to "be the family footwear retailer of choice by consistently providing quality products, great styles,

great prices and a sincere respect and appreciation for the customer," its website says.

Petco, a leading pet specialty retailer, operates more than 1,500 locations across the U.S., Mexico and Puerto Rico, according to its website.

Tru by Hilton bills itself as "a brand-new hotel experience from Hilton that's vibrant, affordable and young at heart."

On March 16, Clemson SC Hotel Group LLC also registered a deed for \$1,050,000 for a 1.767-acre lot in the development. Hilton's franchise website lists Hartwell Village among "signed but not open" Tru by Hilton locations. Anderson-based Paragon Hotel Company also lists a Seneca/Clemson location of Tru by Hilton as "under development."

Marshalls and Ulta Beauty filed memorandums with the county Register of Deeds in February for leases with Casto Oconee LLC, a subsidiary of Casto.

Marshalls is part of the Marmaxx Group, the largest off-price retailer of apparel and home fashions in the U.S., with 1,027 stores in 46 states, according to its website.

Ulta Beauty bills itself as the nation's largest specialty beauty

retailer and "the place for the true beauty enthusiast who gets butterflies as she shops for beauty and experiments throughout our store."

Hartwell Village is planned for 300,000 square feet of retail and restaurant space adjacent to NewSpring Church's Clemson campus.

In late 2013, NewSpring Church bought a roughly 60-acre tract at the location from the DeFore Milliken plant for about \$5 million and flipped roughly 42 acres of the property to Casto for more than \$6 million.

Hartwell Village will be the first large-scale development in Oconee to incorporate the county's desired "rustic elegance" design attributes.

While other buildings in the county feature the stacked stone and open-beam look that defines the style, Casto was incentivized by the county to utilize "rustic elegance" in exchange for infrastructure assistance.

The city of Seneca, Oconee County and Casto agreed to split the \$1.8 million cost of sewer and water upgrades evenly through

ways. With its \$600,000 share of upgrades, Casto will make a

revealed

million investment in infrastructure — along with roughly \$1.8 million on road construction — at the site, according to an ordinance that county council passed on final reading in June 2015.

In return, the company would be reimbursed the money for those upgrades by 50 percent tax abatement over the next 15 years.

The development will be part of a facelift that area of the county — the U.S. Highway 123 corridor from Clemson — appears set to receive in the near future.

County council also advanced an ordinance last week to offer tax incentives to a \$60 million student housing development — dubbed Project Entry — that would be located on the peninsula near the train trestle that crosses Lake Hartwell from Oconee County into Clemson.

Calling it "the first project of its kind," council chairwoman Edda Cammick, as well as other members of council, expressed concern about the effects an influx of students could have on the county in terms of increased noise pollution, higher costs for law enforcement and fire protection and more litter in the area.



Four new tenants have been revealed for the Hartwell Village retail development, which is set to open next year near Clemson.