

SKY

April 2006

FAM  TRIP

Of MICE and Main



What you **NEED** to understand about Greenville, South Carolina, is that *mice* may be the least of the **SURPRISES** you'll find on Main Street.

W

elcome to downtown Greenville, South Carolina, where they have quite a few mice but no use for mousetraps, and multitudes of tourists but no need for tourist traps. After all, why rely on tourist traps when Greenville, the most upbeat city in the upstate, can lure visitors downtown with the biggest piece of cheese this side of the moon—a

thriving, eclectic Main Street that bustles with activity year-round?

Consider, for example, the aforementioned mice—nine life-size bronze mouse sculptures hidden along a nine-block stretch of Main Street. Children (and adults, too) enjoy scurrying along the sidewalks, searching for the whimsical mice. While this urban scavenger hunt may not seem like a big deal, it's indicative of Greenville's larger mission to create an inviting downtown.



GEE, PAI Toys like they used to make 'em, at O.P. Taylor's

GLOBE-TROTTING At The Map Shop on Coffee Street



And it's working. With its funky boutiques, trendy outdoor cafes and oh-so-hip art galleries—not to mention a vibrant entertainment scene and buzzing night-life—Greenville has successfully transformed this once-depressed downtown district into one of the best Main Streets in America. Not bad for an aging mill town that once looked as if it might wither away, just as its textile industry did.

The jaw-dropping centerpiece of downtown is the new Liberty Bridge. This crescent-shaped, 355-foot-long pedestrian bridge spans the Reedy River and overlooks the largest of its waterfalls. Spectacular by day and romantic by night, the \$4.5 million span connects Greenville's Center City with the West End Historic District, where an urban face lift has turned a dilapidated, 19th-century cotton warehouse into the **West End Market**, a popular destination for downtown shoppers.

Shopping runs the gamut in Greenville, but you won't want to miss the niche shops such as **O.P. Taylor's**, a toy store with nostalgia-inducing toys →

PHOTOS BY IRENA GONCALVES



BEIN' GREEN
Fried green tomatoes
at Soby's New South
Cuisine

With its *funky* boutiques, *trendy* outdoor cafes and *oh-so-hip* art galleries, Greenville has successfully transformed this once-depressed downtown district into one of the BEST Main Streets in America.

such as Erector sets and wooden trains; and the **Mast General Store**, where yesteryear is king, whether you're looking for a long-forgotten salve that your grandfather swore by for arthritis relief, or just have a hankering for old-fashioned candies you haven't tasted since your childhood. And at **The Map Shop**—which is just what it sounds like—you'll find so many maps, globes



and travel guides, you'll practically need a map just to find your way around the store.

If it's culture you crave, you'll find it in the downtown arts scene, which boasts first-class offerings—the **Greenville County Museum of Art** has a fabulous Andrew Wyeth collection, for example—and numerous arts-oriented events throughout the year, including a popular Shakespeare in the Park series.

We expect you'll work up an appetite from all that walking

downtown. Get a quick bite at a local favorite such as **The Hot Dog King**, where you should definitely try the breakfast dog. For a heartier meal, we recommend trendy **Northampton Wine Café** or **Soby's New South Cuisine**, home of wondrous fried green tomatoes. **Spill the Beans** is a good place to grab a cup of coffee, but the ice cream is the real perk there. Later, you can rock **The Cazbah**, a popular tapas bar—until 1 o'clock in the morning on weekends.

And all that is just downtown. Elsewhere around the city, you can tour **BMW's** only U.S. manufacturing facility, hobnob with the animal actors at **Hollywild Animal Park**—which provides exotic animals for movies, TV shows and commercials—or spend a day in the wild kingdom of the **Greenville Zoo**. You may not find any bronze mice, but you'll find just about everything else.—Jimmy Tomlin



Hall of FAM

TRAVEL INFORMATION
GREENVILLE DOWNTOWN VISITORS CENTER City Hall Office Building, 206 South Main Street; 800-717-0023 or 864-233-0461; www.greatergreenville.com/visitors/cvb.asp

ACCOMMODATIONS
PETTIGRU PLACE BED AND BREAKFAST 302 Pettigru Street, 864-242-4529, www.pettigruplace.com
WESTIN POINSETT HOTEL 120 South Main Street, 864-421-9700, www.westin.com

RESTAURANTS
THE CAZBAH 16 West McBee Avenue, 864-241-9909, www.thecazbah.com

THE HOT DOG KING 209 South Main Street, 864-242-0633

NORTHAMPTON WINE CAFÉ 211-A East Broad Street, 864-271-3919, www.northamptonwines.com

SOBY'S NEW SOUTH CUISINE 207 South Main Street, 864-232-7007, www.sobys.com

SPILL THE BEANS 610 South Main Street, 864-242-6355, www.stbespresso.com

ATTRACTIONS
BMW ZENTRUM 1400 Highway 101 South, Greer, South Carolina; 888-868-7269; www.bmwzentrum.com

GREENVILLE COUNTY MUSEUM OF ART 420 College Street, 864-271-7570, www.greenvillemuseum.org

GREENVILLE ZOO 150 Cleveland Park Drive, 864-467-4300, www.greenvillezoo.com

HOLLYWILD ANIMAL PARK 2325 Hampton Road, Wellford; 864-472-2038; www.hollywild.com

SHOPPING
THE MAP SHOP 5 East Coffee Street, 864-271-6277 www.themapshop.com

MAST GENERAL STORE 111 North Main Street, 864-235-1883; www.mastgeneralstore.com

O.P. TAYLOR'S 117 North Main Street, 864-467-1984, www.optaylor.com

WEST END MARKET 13 Augusta Street, 864-467-4412