

South Main renovation attracts restaurant

American Grocery nears Greenville opening

It's not just large California investors that are being lured to Upstate real estate.

A pair of Upstate natives has returned from Los Angeles and is nearing the grand opening of their restaurant in Greenville's West End.

"We're looking at the end of June, first part of July" says Joe Clarke, a partner in American Grocery. "It's going to be an upscale restaurant."

American Grocery is one of three tenants that have been attracted to the renovated two-story building at 732 S. Main St. The 52-seat eatery shares the ground floor with Zaidee Estella's, an interior design and home furnishings store.

"Half of the upstairs of that building is vacant," says Harry Croxton of Croxton Gray Commercial Properties. "The other half is a hair salon."

Croxton Gray represented the building's owner, Bada Bing LLC, in its lease with the 2,450-square-foot restaurant and also handled the Zaidee Estella's transaction.

Colliers Keenan represented American Grocery.

Bada Bing, which consists of five partners, purchased the 1890s era building in 2001.

"It's changed a lot down there," Bada Bing partner Nick Como says. "They were already talking about doing the bridge (in Falls Park). Our really big bet was that the stadium was coming."

There is 2,100 square feet of upstairs office space available adjacent to Salon 732.

“We went from where nobody would look at the place to where they’ve shown it seven times in four days,” Como says.

Greenville-based Southerland Construction, Inc. is renovating the restaurant space. Greenville-based Johnston Design Group and West Columbia-based Preston Design Collaborative are providing architectural services.

Clarke is from Spartanburg, while his wife, Darlene, is from Greenwood. They had gained restaurant experience while in California.

“We always knew we were coming back,” he says. “I think it’s a great time to be in Greenville.”

The are joined by partners David Sundeen and Susan Dumeyer in American Grocery.

The restaurant will feature “refined American seasonal cuisine,” according to Clarke.

“We will source all of our products from local and regional farms,” he says. “Our menu will change based on the frequency and the seasonality of the ingredients.”

Richard Breen

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