

GREENVILLE'S

Next great shopping and
entertainment **experience**



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Reedy River Retail at SVN Palmetto is pleased to present the highly-anticipated Backyard at Pelham retail development. The development, located in the Pelham Road corridor, boasts one of the most sought-after commercial sectors in Upstate South Carolina.

With a vibrant mix of retail, dining, and entertainment, the Backyard at Pelham aims to create a community gathering spot completely unique to the Greenville-Spartanburg market. Centered around an expansive Green Space and featuring family friendly amenities and an array of cuisine choices, Backyard at Pelham will be a **true destination.**

Upstate Region DEMOGRAPHICS

1 GREENVILLE

SPENT ON TOURISM 2024 POPULATION

\$939M

±568,227

- MANUFACTURERS: GE, BOSCH, LOCKHEED MARTIN AND MICHELIN
- ATTRACTIONS: BON SECOURS WELLNESS ARENA, THE PEACE CENTER, FLUOR FIELD (MLB)
- UNIVERSITIES: FURMAN, NORTH GREENVILLE, BOB JONES

2 SPARTANBURG

2024 POPULATION

±367,448

- MANUFACTURERS: BMW, SIEMENS AND TIMKEN
- ATTRACTIONS: CHAPMAN CULTURAL CENTER AND BMW ZENTRUM
- UNIVERSITIES: USC UPSTATE, WOFFORD, CONVERSE, AND SHERMAN CHIROPRACTIC

3 ANDERSON

2024 POPULATION

±216,500

- MANUFACTURERS: MICHELIN, ELECTROLUX, TTI, AND ARTHREX
- ATTRACTIONS: DENVER DOWNS FARM AND LAKE HARTWELL
- UNIVERSITIES: ANDERSON UNIVERSITY

4 PICKENS

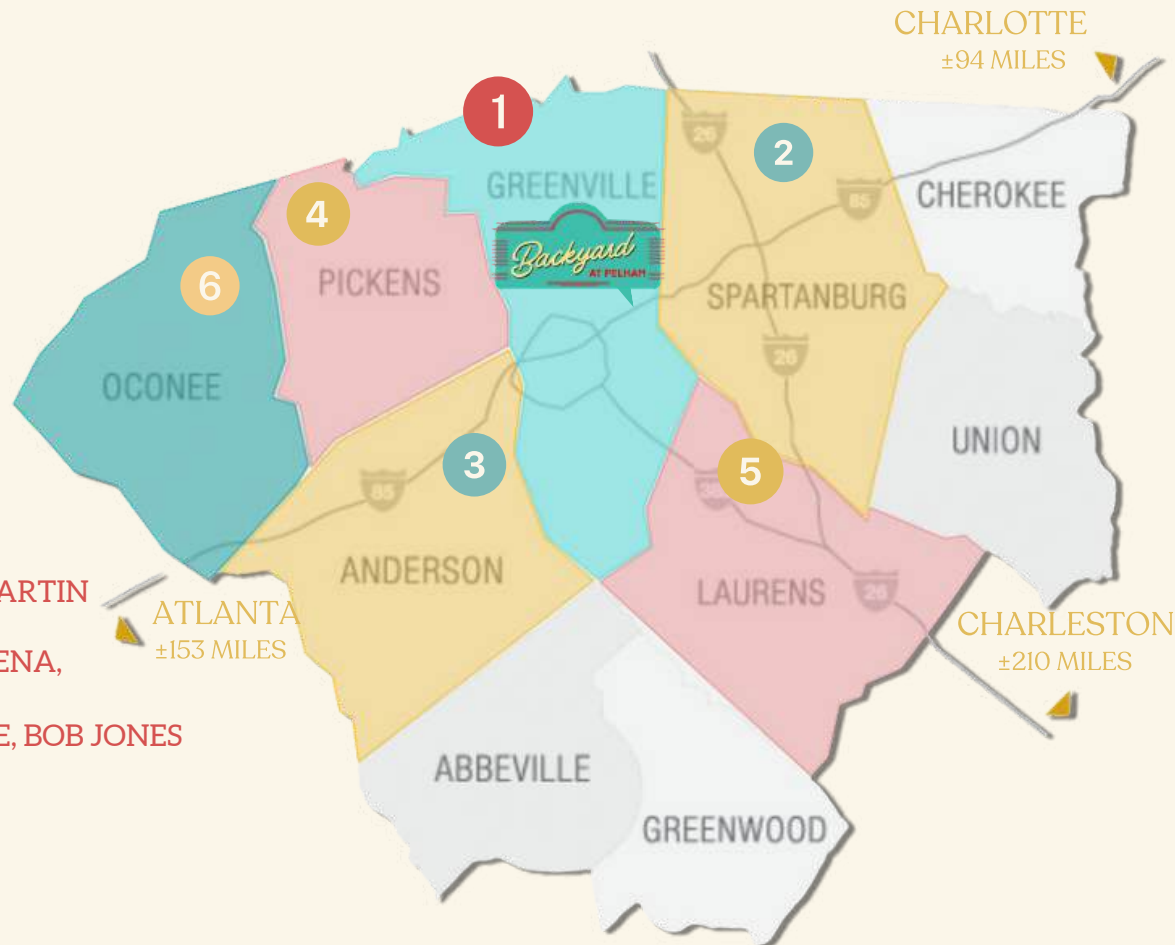
- MANUFACTURERS: BASF
- ATTRACTIONS: LAKE KEOWEE, LAKE JOCASSEE AND TABLE ROCK
- UNIVERSITIES: CLEMSON UNIVERSITY

5 LAURENS

- MANUFACTURERS: WALMART, STERILITE AND YANFENG
- ATTRACTIONS: LAKE GREENWOOD
- UNIVERSITIES: PRESBYTERIAN COLLEGE AND USC LAURENS

6 OCONEE

- MANUFACTURERS: BORGWARNER AND ITRON
- ATTRACTIONS: BLUE RIDGE MOUNTAINS AND LAKE HARTWELL



Neighborhood DEMOGRAPHICS

1 PELHAM RD. AREA
 POPULATION: 153,642
 AVG HH INCOME: \$116,242
 MEDIAN HOME VALUE: \$443,908
 AVG AGE: 40.1
 DAYTIME EMPLOYEES: 88,630

2 DOWNTOWN GREENVILLE
 POPULATION: 174,397
 AVG HH INCOME: \$102,061
 MEDIAN HOME VALUE: \$441,082
 AVG AGE: 39.3
 DAYTIME EMPLOYEES: 128,120

3 WOODRUFF RD. AREA
 POPULATION: 177,790
 AVG HH INCOME: \$116,131
 MEDIAN HOME VALUE: \$501,020
 AVG AGE: 40.4
 DAYTIME EMPLOYEES: 113,728

4 CHERRYDALE/NORTH GREENVILLE
 POPULATION: 160,977
 AVG HH INCOME: \$94,554
 MEDIAN HOME VALUE: \$423,777
 AVG AGE: 39.4
 DAYTIME EMPLOYEES: 94,651

5 MAULDIN
 POPULATION: 437,380
 AVG HH INCOME: \$108,434
 MEDIAN HOME VALUE: \$439,965
 AVG AGE: 40.3
 DAYTIME EMPLOYEES: 209,876

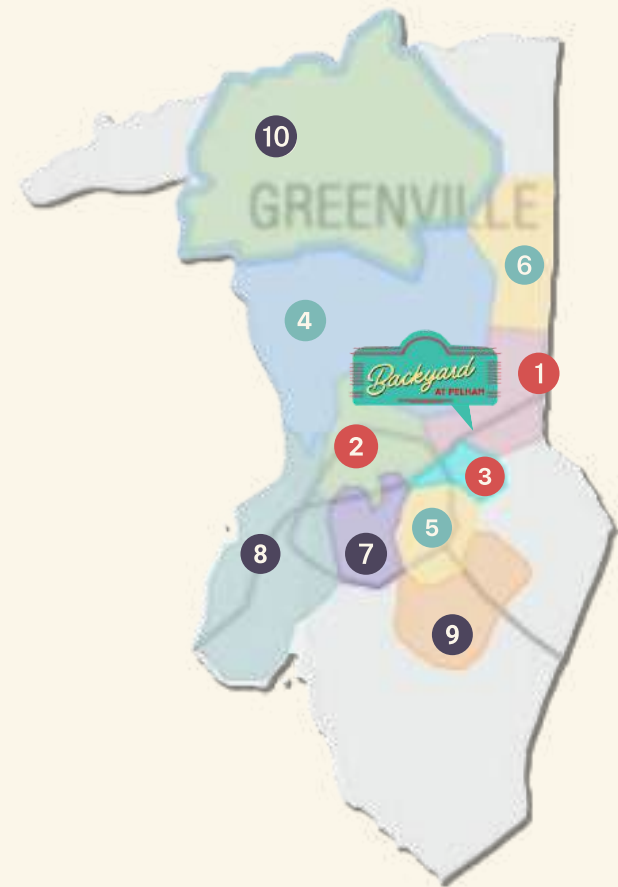
6 GREER
 POPULATION: 294,974
 AVG HH INCOME: \$103,531
 MEDIAN HOME VALUE: \$411,356
 AVG AGE: 40.5
 DAYTIME EMPLOYEES: 118,117

7 AUGUSTA RD. AREA
 POPULATION: 142,218
 AVG HH INCOME: \$101,941
 MEDIAN HOME VALUE: \$448,619
 AVG AGE: 39.2
 DAYTIME EMPLOYEES: 120,020

8 POWDERSVILLE
 POPULATION: 304,921
 AVG HH INCOME: \$94,245
 MEDIAN HOME VALUE: \$389,804
 AVG AGE: 39.8
 DAYTIME EMPLOYEES: 150,616

9 SIMPSONVILLE
 POPULATION: 290,489
 AVG HH INCOME: \$113,180
 MEDIAN HOME VALUE: \$447,654
 AVG AGE: 40.3
 DAYTIME EMPLOYEES: 120,722

10 TRAVELER'S REST
 POPULATION: 240,507
 AVG HH INCOME: \$92,102
 MEDIAN HOME VALUE: \$393,831
 AVG AGE: 40.4
 DAYTIME EMPLOYEES: 93,402



Inspiration For The Project

Nestled at the gateway to Greenville's flourishing Eastside, the Backyard on Pelham Road represents the next chapter in the city's evolution—a dynamic blend of retail, dining, and entertainment designed to energize the community and elevate the everyday experience.

This thoughtfully curated development design isn't just about shopping or grabbing a bite—it's about creating moments. Whether you're sipping a craft beer or cocktail under the canopies, enjoying live music on the Green, or browsing local boutiques, every detail of the development is built to inspire connection and elevate lifestyle.

Pelham Road has long been a cornerstone of convenience, connecting neighborhoods, office parks, and healthcare hubs. Now, it's becoming a regional magnet for innovation in place-making. From rooftop eateries, open-air entertainment venues, and wellness-focused retail, this development reimagines what suburban vibrancy can look like.

Just minutes from downtown and the GSP airport, this location blends accessibility with the charm and growth momentum of Greenville's most desirable corridors. As the city continues to attract top talent and investment, this project anchors the narrative that Greenville is more than a great place to live—it's a place to thrive, connect, and experience something new every day.





Seasons

Innovative Bar & Grille

Seasons Innovative Bar & Grille is a celebrated American bistro based in Knoxville, Tennessee.

Established in 2013 by Certified Executive Chef Deron Little, the restaurant is renowned for its commitment to fresh, seasonal ingredients and classic culinary techniques presented with innovative flair. Chef Little brings over five decades of culinary experience, including leadership roles at prestigious establishments like across the country.

The restaurant offers a warm, modern interior with soft lighting and rich accents, creating an atmosphere of casual sophistication. Its menu features refined American dishes, complemented by a carefully curated wine list designed to encourage exploration of unique food and wine pairings, in addition to an elevated cocktail menu with seasonal selections.

Seasons has garnered multiple accolades locally and regionally, including several Top Chef Knoxville victories and the Farragut Press Readers Choice Award, solidifying its status as a culinary gem in the Tennessee market.





HANDEL'S
— HOMEMADE ICE CREAM SINCE 1945 —



Handel's

Homemade Ice Cream

Handel's Homemade Ice Cream is a cherished American ice cream franchise that originated in Youngstown, Ohio, in 1945.

Founded by Alice Handel, the business began when she started serving ice cream made from fresh fruit in her backyard to customers at her husband's gas station. Her commitment to quality and homemade recipes quickly garnered a loyal following.

Today, Handel's has expanded significantly, operating over 150 locations across 15 states as of May 2025.

Despite its growth, the company maintains its tradition of making ice cream fresh daily in each store, using Alice's original methods and recipes. The menu boasts more than 140 flavors, with 48 available daily, including classics like Black Cherry and unique creations such as Graham Central Station.

Handel's dedication to quality has earned it national recognition. National Geographic named it the "#1 Ice Cream on the Planet," and USA Today listed it among the top ten best ice cream businesses in the country.

Biscuit Belly

Southern Comfort Food

Biscuit Belly is a Kentucky-based brunch restaurant chain renowned for its inventive take on Southern comfort food, particularly its gourmet biscuit sandwiches.

Founded in 2019 by former pharmacists Chad and Lauren Coulter, the concept emerged from their desire to create a unique dining experience centered around scratch-made biscuits and a vibrant atmosphere.

Collaborating with executive chef Travis Rockwell, the Coulters developed a menu that elevates traditional Southern dishes with creative twists. Signature items include the "Mama's Boy"—a biscuit topped with fried chicken, pimento cheese, fried green tomatoes, and pickles—and the "Biscuit Bennie," featuring poached eggs, smoked brisket, and smoked gouda mornay sauce.

Since launching its first location in Louisville, Biscuit Belly has expanded through franchising, beginning in 2020. As of May 2025, the chain operates 12 locations across Kentucky, Georgia, Alabama, Virginia, Indiana, North Carolina and South Carolina.





SWTHZ

SWTHZ is a rapidly expanding wellness franchise specializing in contrast therapy—a practice that combines infrared sauna sessions with cold plunge immersions to promote physical recovery, mental clarity, and overall well-being. Founded in 2019 by Jamie Weeks, a seasoned entrepreneur in the fitness industry, SWTHZ offers clients private, luxury suites equipped with infrared saunas, cold plunge tubs, and vitamin-C infused showers.

Coop's Crazy Chicken

Coop's Crazy Chicken is a family-owned fast-casual restaurant serving bold, creative takes on fried and grilled chicken sandwiches, salads, and sides. The eatery was founded by father-daughter duo Dave and Tessa Wolfgram as a tribute to Cooper Wolfgram—Tessa's brother and a U.S. Army veteran of the 82nd Airborne Division—who passed away in 2023. The restaurant's name, colors, and military-inspired branding reflect Cooper's vibrant personality and service.



Indigo Kitchen

Indigo Kitchen is a vibrant Indian street food restaurant founded by husband-and-wife duo Premal and Sonal Desai, the eatery brings a modern twist to traditional Indian flavors, inspired by their travels and passion for global street cuisine.



2

Best City to
Start a Business



1

US Best Urban
Bike Path



Top 10
U.S. Vacation
Spots



4 Fastest
Growing City



"Top 10 Best Places
To Live"
Greenville, SC



4 Best Place to
Raise a Family



5 South's Best
Cities



6 "Small City"
In the US



#9 Best Cities
for People
Under 35

CONTACT



Dustin Tenney

dustin.tenney@svn.com

864.905.7226



Daniel Holloway

daniel.holloway@svn.com

864.593.6644

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