

# HERITAGEGREEN

**FOR IMMEDIATE RELEASE**

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## **Heritage Green's New Look Unveiled**

*Greenville's urban arts and cultural campus creates a new identity to promote discovery*

**GREENVILLE, S.C.** – Greenville County is celebrating the completion of the first phase of the master plan to revitalize the [Heritage Green campus](#). The urban arts and cultural campus – bordered by College Street, Buncombe Street, Atwood Street, Marshall Ave and North Academy Street – now features a distinct identity that is more unified and inviting.

“The Heritage Green campus is a tremendous community asset, and this most recently completed phase of revitalization improves upon what is already a unique and dynamic cultural centerpiece that is one of the best in the Southeast,” says Greenville County Council Chairman Bob Taylor. “We take pride in this campus knowing that it adds to the quality of life for our residents while also acting as an economic engine drawing visitors to the County and downtown Greenville.”

The rebirth of the Heritage Green campus is a community partnership focused on blending campus edges, making new internal connections, improving safety and providing dynamic outdoor spaces. The project uses hardscape and landscape improvements, such as a terraced area at the intersection of Heritage Green Place and College Streets as well as new directional signage throughout the campus, shrubs, grass and ground cover at each entryway and borders of the campus, to create a consistent campus character.

“The Heritage Green revitalization is the result of years of collaboration with Greenville County, campus organizations, neighboring Historic districts, the SCDOT and private sector developers who all share a vision to connect this campus to our successful Historic Main Street,” said City Councilwoman Amy Ryberg Doyle.

Heritage Green is a two-square block area located on the northwest side of the central business district that includes [Hughes Main Library of the Greenville County Library System](#), [The Children's Museum of the Upstate](#), [Greenville Little Theatre](#), [Greenville County Museum of Art](#), [the Museum & Gallery at Heritage Green](#) and [the Upcountry History Museum – Furman University](#).

Additional improvements in pedestrian connections from surrounding streets and neighborhoods are expected to be completed in 2015.

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