



Tiny Treasures

By Italian Designer Roberto Coin

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NORTHRIDGE PLAZA

and a nature store, this popular destination caters to both residents and visitors alike.

The biggest business-buzz of the season has been about the long-awaited opening of The Fresh Market. In what was known as Shoppes On The Parkway, the renamed Fresh Market Shoppes has been given a boost by its newest tenant. Specializing in fresh fruits and vegetables, cut-to-order meats and poultry and fresh baked-goods, the store is being seen by other tenants, such as the popular and long standing DelVecchios restaurant, as a big plus.

“We’re looking forward to it bringing in bigger business,” said Hilton Head Shirt Company Manager Lillie Wilborn. “We’ll get a lot of locals in.”

If the crowds of its opening day are any indication, the plaza’s in for a big boost.

Up the street, the island’s only enclosed mall, The Mall at Shelter Cove has been serving customers since 1988 and is also on the verge of new growth. Recently purchased by Petrie Ventures, owner Phillip Ross said customers will soon notice positive changes.

“We’ve signed Jos. A. Bank (a popular men’s clothing store) for the front space opposite Talbots,” he said. “With the help of the town, we’ve come up with inventive ways to make the mall vibrant and healthy.”

Currently the mall’s major anchors are Belk’s (with separate men’s and women’s stores) and Saks. Ross said he’ll reduce the size of the food court, and grow the mall “inwardly.”

Shelter Cove is also the home of The Plaza at Shelter Cove and Shelter Cove Harbour. Piggly Wiggly, Fuddruckers and Giuseppe’s Pizza & Pasta anchor the plaza. At the Shelter Cove Harbour, quaint shops and boutiques, restaurants and a marina store offer unique, waterfront shopping.

Moving on up 278, we come to Port Royal Plaza. Sams and Bi-Lo are the anchors, with longtime shops such as Radio Shack, Lews Menswear and Island Travel supporting shopper traffic. It has become more diverse with the addition of physical therapy and chiropractic offices.

Mid-island at Mathews Drive are two venerable shopping areas; Northridge Plaza and Pineland Station. Both areas have been through hard times, but according to businesses there now, new stores have attracted major interest.

At Northridge Center, a 36,000-square-foot HomeGoods store took over the space of a failed Winn-Dixie, and Dollar General moved into what had been an Eckerd Pharmacy, with both bringing a lot of new foot traffic to the center. The remaining shops, art galleries and boutiques are locally owned, and have maintained a local clientele for many years. A ten-theater