



## Bookstore returns to Haywood Road

Showing age and vacant storefronts in spots, Greenville's Haywood Road area is battling a migration of business owners to newer commercial digs on Woodruff Road. Fiction Addiction bookstore owner Jill Hendrix joined in the move but didn't stay long.

By Bill Poovey

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Showing age and vacant storefronts in spots, Greenville's Haywood Road area is battling a migration of business owners to newer commercial digs on Woodruff Road. [Fiction Addiction \(http://www.fiction-addiction.com/\)](http://www.fiction-addiction.com/) bookstore owner Jill Hendrix joined in the move but didn't stay long.



**Jill Hendrix**

With her store roof leaking and neighboring businesses leaving in 2009, Hendrix moved her bookstore from its eight-year run on East North Street near the Haywood Road-Howell Road juncture to Woodruff Road, hoping for more traffic and storefront exposure.

"The problem was they saw us but they didn't want to stop," Hendrix said.

"We had high hopes for the Woodruff Road location, but the traffic was just too terrible," Hendrix said. "Customers couldn't turn left because the median filled up with people trying to go to Costco."

She said that many of her customers did not want to fight the traffic, especially on Saturdays.

Hendrix operated the store at 1020 Woodruff Road for three years.

It has now been a year since Fiction Addiction moved from 1020 Woodruff Road to 1175 Woods Crossing Road near Haywood Mall, and Hendrix said she has more space and business is good.

"We are up from last year so things are going fine," she said.

She said new turn lanes around Haywood Road have improved traffic flow, and local residents know how to find the store through back roads.

"It's pretty convenient for them," Hendrix said.

Hendrix said there is a good mix of neighboring shops and the surrounding area has a [T.J. Maxx](http://www.tjmaxx.com/) (<http://www.tjmaxx.com/>), [DSW](http://www.dsw.com/?cm_mmc=paid-google-Brand-DSW%20Only-E-DSW%20Only&ig_id=49500590-VQ16-c) ([http://www.dsw.com/?cm\\_mmc=paid-google-Brand-DSW%20Only-E-DSW%20Only&ig\\_id=49500590-VQ16-c](http://www.dsw.com/?cm_mmc=paid-google-Brand-DSW%20Only-E-DSW%20Only&ig_id=49500590-VQ16-c)) and a [Jo-Ann Fabric and Craft Store](http://www.joann.com/) (<http://www.joann.com/>) opening soon. Jo-Ann Fabric is occupying a space left vacant by [Toys R Us](http://www.toysrus.com/shop/index.jsp?categoryId=2255956) (<http://www.toysrus.com/shop/index.jsp?categoryId=2255956>) moving to Woodruff Road.

“The only downside to this location is the [Barnes & Noble](http://www.barnesandnoble.com/) (<http://www.barnesandnoble.com/>) right across the road,” Hendrix said, jokingly.

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