

## TABLE OF CONTENTS

[Welcome!](#)

[To Market to Market](#)

[Pharaohs Opens Downtown-  
Valley of the King-Sized](#)

[Downtown Raleigh is  
Everybody's Neighborhood](#)

[Downtown's New Logo](#)

[Sell the Vision of Downtown  
Raleigh](#)

[RBC Centura Bank is  
Coming to Your Downtown  
Soon](#)

[Fayetteville Street Update](#)

[Two Times is Better Than  
One](#)

[New Board of Directors](#)

[Alliance Looks to the Future](#)

[2006 Board Member List](#)

## WELCOME TO DOWNTOWN RALEIGH'S NEW ELECTRONIC NEWSLETTER

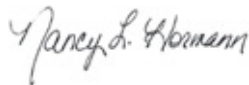
We are very excited to bring you the first bi-monthly electronic newsletter for Downtown Raleigh. The newsletter is designed to inform and connect you to what is happening in your downtown neighborhood.

### Tips to use this newsletter:

The table of contents sidebar can take you directly to the story that you are interested in reading; or if you prefer, you can scroll down throughout the entire newsletter. At the bottom of each story is a [> Back](#) link which will take you to the table of contents. The [Downtown Raleigh website](#) is currently being redesigned. We are also making the newsletter user interactive to coordinate with the new website; as your pointer glides across the icons of the different districts in the header of the newsletter, you will be able to link to districts information when those sections of the website have been completed.

If you have any changes for your e-mail contact information or want to opt out of receiving the newsletter, please e-mail [info@downtownraleigh.org](mailto:info@downtownraleigh.org).

I hope you enjoy this newsletter and wish you a happy new year.



Nancy L. Hormann  
President and CEO

[> Back](#)

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## 2006 BOARD MEMBERS

### Chairman

**John Boylan**  
Spectrum Properties

### Chair Elect

**Hilda Pinnix-Ragland**  
Progress Energy

### Past Chairman

**Frank Baird**  
Capital Associates

### Treasurer

**Joseph M. Sansom**  
Mechanics & Farmers Bank

### Secretary

**Bob Day**

## TO MARKET TO MARKET

"To market, to market to buy a fat pig. Home again, home again, jiggety jig." You may remember this old nursery rhyme and how once upon a time it was convenient for downtown dwellers to walk to the A&P store on the corner of Blount and Hargett Streets to purchase their daily provisions. You may even remember that a Piggly Wiggly once occupied space at Wilmington and Martin Streets, which many years later became the home to Jimmie's Downtown Market, a small convenience store that closed almost two years ago forcing residents to go outside the city's center to shop.

Well, things are about to change. The warehouses just north of Peace Street near Peace College that were built in the 1940s and 1950s to serve the Seaboard Air Line Railway and textile mills are being revived. Property owner Gregory & Parker is transforming the cluster of warehouses into four brick and glass buildings for restaurants, bars, shops, and a grocery store as its anchor.



**Ron Day**  
RBC Centura Bank

**President and CEO**  
**Nancy Hormann**  
Downtown Raleigh Alliance

**J. Russell Allen**  
City Manager, City of Raleigh

**Ann-Cabell Baum Andersen**  
The Glenwood Agency

**Laura Bingham**  
Peace College

**Ralph Campbell**  
Ralph Campbell &  
Associates, LLC

**David Cooke**  
Wake County Manager

**Greg Hatem**  
Empire Properties

**Vernon Malone**  
NC Senate

**Elaine Marshall**  
Secretary of State

**John McKinney**  
BellSouth  
Telecommunications

**Clarence Newsome**  
Shaw University

**David Otterson**  
Helms Mulliss Wicker

**Peter Pagano**  
Tir na nÓg Irish Pub

**Orage Quarles III**  
The News & Observer

**Harvey Schmitt**  
Greater Raleigh Chamber  
of Commerce

**J.R. Shearin**  
Deloitte & Touche

**John Ward**  
Wachovia Bank

**James West**  
City Councillor  
Mayor Pro Tem

**Gary L. Williams**  
First Citizens Bank

**Carter Worthy**  
Carter Worthy Commercial,  
Inc.

**B. Grant Yarber**  
Capital Bank

[> Back](#)

Ron Bold, a Cary grocery store veteran with 30 years of retail experience including management of Harris Teeter stores, and Peter McLain, a Wilmington real estate developer have teamed up to open a full-service grocery store in the renovated Seaboard Station. Large-chain grocers shied away from downtown based upon what they call the lack of a critical mass of residential units. But this duo is going to take advantage of the populace living in or moving to the already over 4,200 housing units existing or under construction within a one-mile radius of Downtown Raleigh. "Downtown Raleigh faces a challenge in overcoming the Catch-22 between retail and residential. While the housing market looks strong for the near future, the addition of a downtown grocery store will ensure that future buyers will consider downtown a viable housing option," says Jewell Parker of York Simpson Underwood.

Shoppers will be able to peruse the aisles of the approximately 12,000 square foot store for their groceries to include choice cuts of meat and seafood, prepared foods, and deli and bakery items. "If the customer doesn't find what they are looking for, all they need to do is ask and we can get the item in a couple of days. That sets us apart from the others. We are definitely customer driven," says Ron Bold. Consumers can purchase freshly prepared sandwiches, create a salad to their liking at the salad bar, and even enjoy a hot cup of coffee in the café area or a glass of wine from the wine bar.

Having a grocery store in downtown will serve as the catalyst for more urban activity and the owners also agreed to a satellite location in the center of downtown when they are able to secure a suitable location. However, it wasn't easy getting this project off the drawing board. Fortunately, the Raleigh City Council recognized the leverage potential that this downtown grocer will have towards fulfilling the promise of an invigorated downtown area that offers amenities associated with urban living. We thank the Council for their support in making this venture a reality.

The store, whose name has yet to be decided, plans to open their doors in the spring of 2006.

[> Back](#)

## PHARAOH'S OPENS DOWNTOWN - VALLEY OF THE KING-SIZED



In early January, Downtown Raleigh's newest restaurant, Pharaoh's, opened its doors to an eager base of customers hoping to be among the first to sample what Pharaoh's President and CEO George McNeill calls "burgers good enough to be served to a king." Located on Davie Street in the new Progress tower, the restaurant's menu features fabulous homemade chicken salad and soups, fresh hamburgers, all beef hot dogs, and many other fresh, high-quality foods.

The restaurant's second location is a reflection of McNeill's confidence in the surging downtown market. Said

McNeill, "We believe in downtown and have invested hundreds of thousands of dollars in our new location. When you walk in you can tell that the commitment is there. I believe in building for the future and in 20 years my restaurant will look as fresh as it does today." McNeill added that attentive customer service is also a gilded trait amongst the company's management and staff. "I believe in the future of Downtown Raleigh and am excited to be a part of it; Pharaoh's will make every effort to add to the luster of our new city."

The opening of Pharaoh's makes it the third street-level restaurant or retailer to open in the new Progress building. One street-level space remains, a 6,000 square-foot signature restaurant space located at the corner of Davie and Wilmington Streets. York Properties, the agency contracted to lease the space, has indicated that an announcement concerning the last available space could be made shortly. In December, Progress Energy revealed plans to redevelop the entire city block north of the energy company's new tower to include a large parking structure wrapped with mixed-use space that includes additional street-level retail space and residential development.

[> Back](#)

## DOWNTOWN RALEIGH IS EVERYBODY'S NEIGHBORHOOD

*Are you Involved?*

The professional expertise and resources that are donated to the Downtown Raleigh Alliance's efforts are instrumental in the success in marketing downtown.

Getting involved provides you an opportunity to...

- network with other downtown stakeholders.
- make an impact on building a more vibrant downtown.
- work on committees or task forces that address downtown issues.
- increase your business' identity in downtown.



Kelly MarCom, part of the marketing task force formed to create the branding and imagery for downtown, volunteered their professional creativity to fashion the new logo for downtown to resemble a street grid which incorporates the different districts. The new logo demonstrates that downtown as a whole has many exciting parts.

## DowntownRaleigh



Another part of the marketing message was developed by Peace College interns. These senior graphic students were instrumental in creating graphic designs and tag lines that could be incorporated into the overall marketing plan.

Members that want to get involved in downtown will be able to sign up for task forces and committees at the open house on February 23rd showcasing our marketing suite—designed by Michael Kerr and the staff at Edge Office.

### Committee Task Force Organization Chart ([Click to download the pdf version](#))



[> Back](#)

## DOWNTOWN'S NEW LOGO



On December 12, 2005, the Downtown Raleigh Alliance Board of Directors unanimously approved a new logo for use in the marketing and branding of Downtown Raleigh. Kelly MarCom, a marketing and public relations firm located in Sanford, NC provided pro-bono professional services to Alliance to help devise the new imagery. A special thanks to Patty Briguglio of MMI Associates who chaired a task force that set this team in motion.

The new logo and its complementary district logos

# DowntownRaleigh

(see below) underscore the unique characteristics of downtown's different districts while preserving the importance of interdependence between downtown's identities. In the logo, each district utilizes a separate color to connote its

distinctiveness; the districts fit together like pieces of a puzzle to form a vibrant color palate that encapsulates Downtown Raleigh's aptitude for providing something for everybody. In addition to the colors representing different districts, the mixed spectrum also conveys the importance of a diverse mix of living, working, and entertainment options that make downtowns successful.

The logo designers have created a clean, contemporary look that combines elements of Downtown Raleigh's rich history with a colorful portrayal of the City's burgeoning district identities. Raleigh history buffs could identify the embedded homage to the 1799 William Christmas plan for the City of Raleigh used as the backbone in the classic urban street grid presented in the logo. Among other planning elements, the original Christmas plan called for four streets to radiate from the Capital building in each cardinal direction. The radiating streets are present in the new logo, minus the original northern boulevard that was converted into Bicentennial Plaza.

In addition to the logo's graphic and marketing appeal, the new logo also possesses an intuitive wayfinding tool that illustrates the geographic relationships between districts.



**Moore Square**  
DowntownRaleigh

The Moore Square District is symbolized in green to evoke the imagery of the oak tree canopy that shades Downtown Raleigh's most animated city park with it's growing arts and entertainment component.



**Fayetteville Street**  
DowntownRaleigh

The Fayetteville Street District is purple to suggest royalty as the main street for both Raleigh and North Carolina. Fayetteville Street will soon possess the most grandiose streetscape in the area, thus arguably deserving of the royal hue.



**Warehouse District**  
DowntownRaleigh

The Warehouse District is represented by the color red to induce memories of the traditional caboose and brick warehouses and the vibrancy of the clubs and restaurants that make up this destination.



**Capital District**  
DowntownRaleigh

The Capital District utilizes the color blue as reference to the home for NC's state government as well as its signature museums that are statewide attractions.



**Glenwood South**  
DowntownRaleigh

Glenwood South is signified in orange to denote the district's stylish appeal and sensational nightlife, entertainment, and housing options.

[> Back](#)

## SELL THE VISION OF DOWNTOWN RALEIGH

by previewing the future of downtown

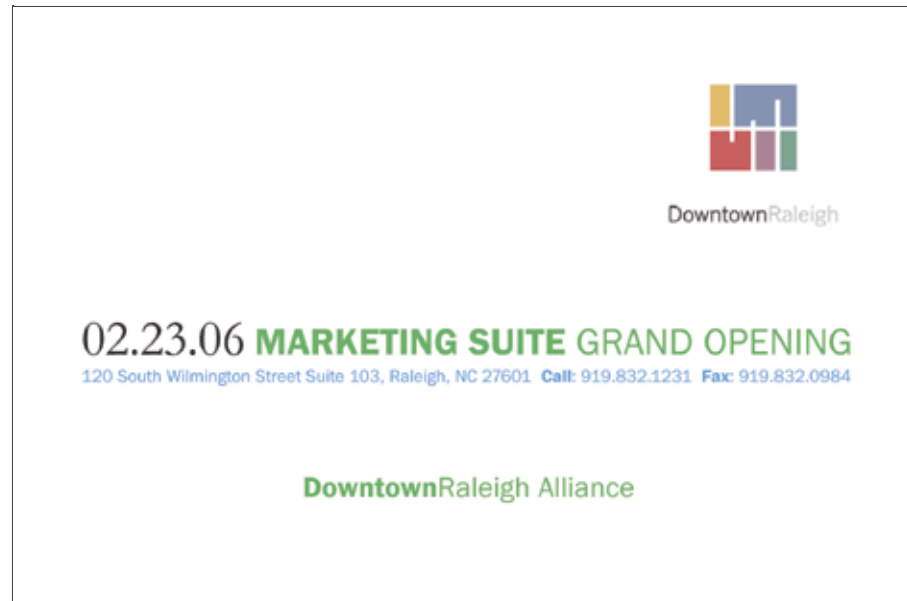
The Alliance will soon have a new tool to showcase the momentum of downtown to business and development prospects. A new and improved Downtown Marketing Suite is being created to be used as an additional tool to entice retailers, brokers and developers to consider

downtown, share in the vision of downtown and eventually invest in this up and coming destination. Before taking a challenging construction filled walking tour, they can have the benefit of a hi-tech, energetic and innovative space, where they can be educated on downtown developments, presented facts and figures on area possibilities and get a true feel for the vision. It is the Alliance's desire to have every group that comes through the Marketing Suite leave with the future vision of downtown firmly planted in their minds.

This Marketing Suite has been made possible by the sponsorship assistance of Edge Office, a workspace furnishings company located in One Exchange Plaza in the heart of the Fayetteville Street District. Michael Kerr and his staff have been instrumental in putting this vision into reality by providing the design of the Suite and assisting in furnishing the space through co-sponsorships with Teknion. "To me, it's undeniable the value that a vital downtown brings to a community," he says. "I'm a small business, and I chose to get down here and become a part of it."

The creation of the Downtown Marketing Suite in the Fayetteville Street District will be invaluable to the promotion and revitalization of downtown. Providing a space where prospective retailers, developers and their investors can learn about downtown in a fun, hi-tech energizing environment will add to the growing interest in bringing more retail, office and residential properties downtown. Additionally, Downtown Raleigh Alliance members can utilize the Marketing Suite, when available, to entertain clients and host events related to downtown.

**We want to welcome you to an open house on February 23 from 4 to 7 pm to help us unveil this new Marketing Suite. Members will receive a copy of the invitation below shortly. Please RSVP your attendance to [info@downtownraleigh.org](mailto:info@downtownraleigh.org)**



(Click to view the back of the invitation, double click to return to the front)

[> Back](#)

## RBC CENTURA BANK IS COMING TO YOUR DOWNTOWN SOON



In September 2005, RBC Centura Bank named downtown Raleigh as the location for its new



corporate headquarters. With total assets exceeding \$19 billion, RBC Centura ranks among the five largest banks in North Carolina.

Scott Custer, CEO and President of RBC Centura, announced December 6 that it will build its new headquarters along the soon-to-be completed Fayetteville Street, with additional access on Martin and Wilmington Streets. RBC Centura has selected Highwoods Properties as the master developer, Dominion Realty Partners as the residential developer and Cooper Carry as the architect to build the 29-story mixed-use complex. "We're excited about this partnership to develop our headquarters complex and the opportunity to contribute to the revitalization of downtown and take Raleigh's skyline to new heights," said Scott.

The tower will include office, retail space, parking, and 10 stories of residential condominiums. The development team anticipates breaking ground on the project during the summer of 2006 and expects to conclude construction in 2008.

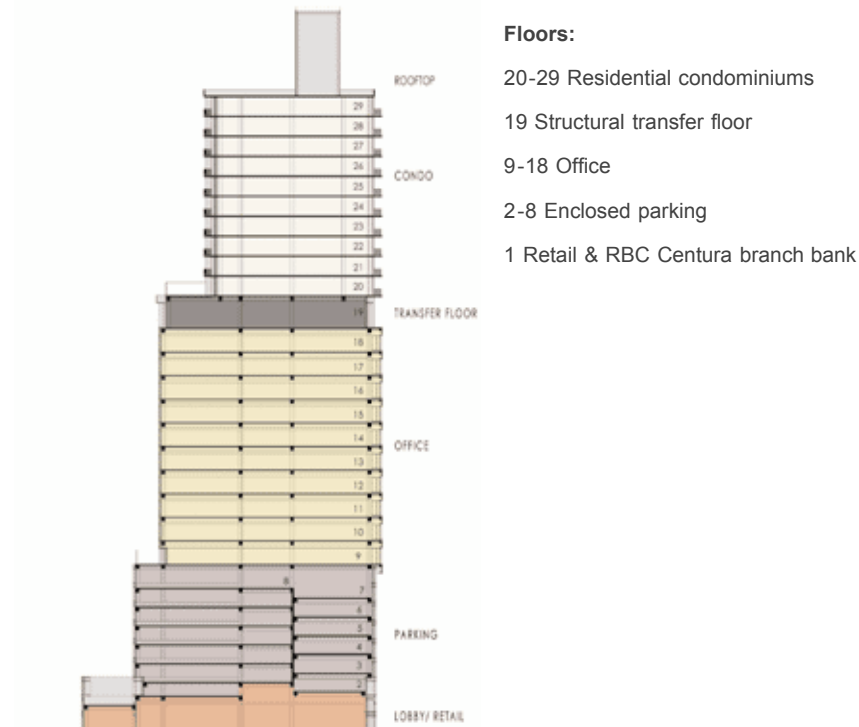
**Quick Facts:**

RBC Centura's headquarters will be located in the heart of the Fayetteville Street District at Fayetteville, Martin and Wilmington Streets.

The building will rise at least 29 stories (approximately 400 feet) tall and include approximately 710,000 gross sq. ft.

The mixed-use tower will include:

- 14,000 sq. ft. of street-level retail
- A 7-level parking deck
- 267,000 sq. ft. of office space on 10 floors
- Approximately 140 for-sale residential condominium units



[> Back](#)

## FAYETTEVILLE STREET UPDATE



As the concrete pavers were laid one by one to fill the area between the new granite curbing and the existing sidewalks along the 400 block of Fayetteville Street, the downtown public was provided with a glimpse of the project's envisioned features. A combining of urban design elements reminiscent of a café-lined Parisian boulevard blended with the presence of Greek revival architecture, this new extended vista similar to the National Mall in Washington, DC side by side with a street-wall of contemporary architectural elements creates an environment of grandeur and excitement.



The first of the trees, intended to line the street and provide shade for outdoor diners, were also planted in mid-December, beginning first on the east side of the 400 block with a planting timeline moving northward in accordance with the project's block by block evolution. A majority of the underground infrastructure is nearing completion, including water and sewer mains, electrical conduit, and grease traps.



The project also recently received an intriguing alteration to the original renderings, as the Raleigh City Council approved a design for the streetscape's signature chandeliers. Cork Marcheschi, originally an apprentice to Dale Chihuly, the heralded glass master who crafted the ornate ceiling of the Bellagio Hotel in Las Vegas, was selected as the artist to design and create the chandeliers. The chandeliers will feature a stainless steel armature embellished with diachronic glass that changes color when viewed from different angles and will project an array of colors on the completed Fayetteville Street and neighboring buildings. A total of sixteen chandeliers, fourteen in Phase I of the project, will stand as twenty-five feet tall monoliths providing character and luminescent warmth to North Carolina's main street. A group of community leaders has been organized to lead a private fund-raising effort to pay for the chandeliers.

At this time, the target date for completion for Phase I of the Fayetteville Street Renaissance projects remains late May, 2006. The target date for the installation of the chandeliers is December, 2006. The Alliance is leading the effort to plan a community celebration marking the completion of Phase I of the project to be held in summer 2006.

[> Back](#)

## TWO TIMES IS BETTER THAN ONE



In the early 1900s, the sound of



humming printing presses, shuffling feet of delivery boys, and locals chattering about late breaking news could be heard at 14 East Hargett Street, former home of the *Evening Times* newspaper, later known as the *Raleigh Times*. The Times Building, built circa 1906, displays distinctive masonry work and is a classic example of the style commonly used for mixed-use space around the turn of the century. The building endured expansions to accommodate the growing newspaper and in times past was the address of several other businesses, even a shoe store as seen in long-forgotten

photos and the lettered tiles still intact at the door's threshold.

Years of idleness caused the building to fall in disrepair, and now, Empire Properties, which specializes in the restoration of historic structures, is bringing the building back to its original splendor to create the energy of yesteryears when it opens the doors to its neighborhood bar — The Times Bar.

Within this century old building, 2,000 square feet of space has been renovated to provide a quaint atmosphere for the 60-seat bar. Scheduled to open in early February, The Times Bar will be an intimate gathering place — a feeling of nostalgia emanating from the newspaper themed memorabilia and signature historical documents about Raleigh which blanket the walls. Customers can just cozy up to the bar for their favorite drink, but the aroma of fresh ground hamburgers and hot corned beef sandwiches will certainly whet their appetite.

The Morning Times, an eclectic eatery, located next door, will also open in February in conjunction with the Times Bar. The Morning Times is not your typical java joint — signature blends of coffee designed specifically for Raleigh are among the offerings available to coffee connoisseurs. Seasonal blends can also be purchased at different times throughout the year. When morning routines call for more than a boost of caffeine, patrons can satisfy their hunger pains with a wide variety of breakfast items such as egg wraps and pastries which can be enjoyed with a hot cup of joe in the upstairs lounge.

Ashley Christenson, the culinary guru for Enoteca Vin and Nana's Chophouse, has created menus for both the Morning Times and the Times Bar. Lunch-time fare includes an array of healthy salads and deli sandwiches. The Morning Times will be open from 7:00 am until 3:00 pm and the Times Bar will open from 11:00 AM to 2:00 AM.

Greg Hatem, principal for Empire Properties, has taken the lead in restoring the buildings as part of the company's plan to create a 24-hour business model in Downtown Raleigh. Hatem offered the following statement about his business model, "You revitalize downtowns by creating unique, active uses." The construction fencing on Hargett and Wilmington Streets conceals other projects in Hatem's plan to bring life back to downtown. Crews are currently transforming the buildings located there into future homes for distinctive businesses including converting the ground floor space of the Heilig-Levine building on the corner from a furniture store into a restaurant.

Be on the look out for the announcement for the Times Bar and The Morning Times grand opening, and in March for the opening of Riviera, a Mediterranean style café, located on Wilmington Street.

[> Back](#)

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## NEW BOARD OF DIRECTORS

The Downtown Raleigh Alliance is changing on every front...a new logo...a new marketing suite...and new faces on our 2006 Board of Directors. Our Board is the driving force behind the Alliance and their leadership will help frame the future of downtown enabling the Alliance to fulfill its goals and implement the shared vision of downtown as the vibrant urban center of the City of Raleigh. This year's newly elected Board members will add another dimension to our organization. We enthusiastically welcome the following people to our Board:

**Laura Bingham**  
Peace College

**Ron Day**  
RBC Centura Bank

**Elaine Marshall**  
Secretary of State

**Clarence G. Newsome**  
Shaw University

**Peter Pagano**  
Tir na NOg Irish Pub

**J.R. Shearin**  
Deloitte & Touche

**B. Grant Yarber**  
Capital Bank

The fresh ideas of these new members will meld with the expertise of those returning in 2006



whom we thank and heartily welcome back:

**J. Russell Allen**  
City of Raleigh Manager

**John Boylan**  
Spectrum Properties

**Greg Hatem**  
Empire Properties

**John McKinney**  
Bellsouth  
Telecommunications

**Hilda Pinnix-Ragland**  
Progress Energy

**John Ward**  
Wachovia Bank

**Carter Worthy**  
Carter Worthy Commercial,  
Inc

**Ann-Cabell Baum Andersen**  
The Glenwood Agency

**Ralph Campbell, Jr.**  
R. Campbell & Associates, Inc

**Nancy L. Hormann**  
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**David Otterson**  
Helms Mulliss Wicker

**Joseph M. Sansom**  
Mechanics & Farmers Bank

**James West**  
Raleigh City Council

**Frank Baird**  
Capital Associates

**David Cooke**  
Wake County Manager

**Vernon Malone**  
North Carolina Senate

**Orage Quarles III**  
The News & Observer

**Harvey Schmitt**  
Raleigh Chamber of  
Commerce

**Gary L. Williams**  
First Citizens Bank

Several Board members terms expired in 2005. We thank Suzanne Hinde, Marvin Malecha, Ray Vaughn, and Ed Wills for their hard work.

We look forward to having this dynamic group of individuals at the helm steering our organization to greater levels of achievement and continued success for downtown Raleigh.

[> Back](#)

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## ALLIANCE LOOKS TO THE FUTURE

The Downtown Raleigh Alliance Board of Directors recently approved new mission and vision statements as well as seven strategic goals to guide the efforts of the Alliance. The approval signifies the culmination of several months of strategic planning sessions conducted by Alliance staff, board members, and downtown stakeholders to determine the organization's scope of work for the next three years. Below is the approved product of the organization's strategic planning process:

### Mission Statement

We are the public/private partnership charged with implementing the vision of Downtown Raleigh as a vibrant and economically viable point of pride for the greater Raleigh community.

### Vision Statement

Through consensus building, the Downtown Raleigh Alliance is the public/private organization all stakeholders trust to implement the shared vision for Downtown Raleigh.

### Strategic Goals

- 1 By 2008, 75% of downtown users surveyed indicate a favorable opinion of downtown's offerings for fun and nightlife, the perception of safety, the quality of downtown events, the physical appearance of sidewalks and public areas, and the connectivity of downtown's activity centers.
- 2 To be the one-stop shop for individuals requesting information about downtown as evidenced by a 98% request fulfillment figure and a 10% annual increase in the number of requests for information regarding downtown residential, business, and visitor opportunities.
- 3 By 2008, convert or re-merchandise 50% of businesses identified as non-contributing to contributing and reduce the number of vacant storefronts in the Fayetteville Street District by 50%.
- 4 By 2008, increase the Alliance's funding by 50%.
- 5 To promote, produce, and manage a successful and diverse offering of downtown events as evidenced by 10% annual increases in the number of events and total event attendance.
- 6 In 2008, 70% of surveyed developers and businesses that have initiated a process requiring City approval indicate a favorable opinion of doing business in downtown.
- 7 By year end 2006, work with the City's Planning Department to complete a comprehensive planning process that produces a shared strategic vision for Downtown Raleigh.

[> Back](#)

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120 S. Wilmington St., Suite 103 | Raleigh, NC 27601 | [www.downtownraleigh.org](http://www.downtownraleigh.org)