Goals:

1. To restore Cameron Village's genuine urban theme and enhance its contribution to the surrounding neighborhood and City of Raleigh.
2. To enhance the distinct pedestrian nature of Cameron Village, through both physical and visual improvements to the existing buildings and surroundings.
3. To promote the economic vitality of Cameron Village and the City of Raleigh.
4. To increase the attractiveness of Cameron Village to visitors by better promoting the quality and diversity of retail and office tenants.
5. To continue to demonstrate the owner's and management's commitment to promoting the interests and continued success of Cameron Village, its surrounding neighborhoods, and the City of Raleigh.

Features:

1. An architectural revitalization of the building facades at Cameron Village proposes to create a genuine "Main Street" feel and scale. This will include the following:
   a. The removal of the existing plexi-glass canopy, monolithic blue sign band, white concrete columns, and steel superstructure will expose the existing storefronts. The exposed storefronts will be enhanced with a new fabric awning program, covered trellises, and built canopies which will unify the building facades and storefronts.
   b. Renovation of existing parapet walls, in the form of new architectural cornices, visible at the top of buildings throughout the project. Additionally, some parapet walls in need of repair will be done so that the existing red/brown brick will remain and add continuity to the center.
   c. The removal of the existing parking deck to the east of Block 2 facing Daniels Street. This will expose the tenants currently under the deck, and promote increased visibility and pedestrian access to the rest of Cameron Village.

2. A significant "Main Street" renovation of the shopping center's existing tenant streetscapes in order to enhance the quality of these areas and generate a village-like pedestrian ambiance for the visitor.
   a. Although most existing brick pavers will remain, the implementation of a new streetscape/sidewalk program will include street trees, landscaping, pedestrian light poles, planting pots, and furniture. These elements will be carried throughout the development and promote an enhanced visual and physical continuity between blocks.

"Cover Sheet"

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*SP 1.01A Existing Conditions Plan
*SP 1.02 Parking Plan
*SP 1.03 New Tree Planting Plan
*SP 1.03A Existing Tree Survey
*SP 1.04 Site Plan
*SP 1.05 Lighting
*SP 1.06 Signage
*SD 2.01 Inventory
*SD 2.02 Tree Planting
*SD 2.03 Sidewalk Plan & Section
*SD 2.04 Sidewalk Sections
*SD 2.05 Sidewalk Sections
*SD 2.06 Amenity Details
*SD 2.07 Cut Sheet
*SD 2.08 Transit Stop
*SE 3.01 Site Elevations (Block 1)
*SE 3.01A Existing Site Elevations (Block 1)
*SE 3.02 Site Elevations (Blocks 2 & 3)
*SE 3.02A Existing Site Elevations (Blocks 2 & 3)
*SE 3.03 Site Elevations (Blocks 5 & 6)
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SG 4.01 Site Signage
SG 4.02 Site Signage
SG 4.03 Site Signage
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UD 6.03 Unity Development Application
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### LANDSCAPE MATERIALS

**Proposed Plant Material**

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>COMMON NAME</th>
<th>BOTANICAL NAME</th>
<th>SIZE &amp; SPECIFICATION</th>
</tr>
</thead>
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<tr>
<td>27</td>
<td>Columnar White Oak</td>
<td>Quercus robur ‘Rose Hill’</td>
<td>4” Cal.; 14’ x 7’; 6’ C.T.; Full; Nursery Grown</td>
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<td>9</td>
<td>Allee Elm</td>
<td>Ulmus parvifolia ‘Allee’</td>
<td>4” Cal.; 14’ x 7’; 6’ C.T.; Full; Nursery Grown</td>
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<td>Willow Oak</td>
<td>Quercus phellos</td>
<td>4” Cal.; 14’ x 7’; 6’ C.T.; Full; Nursery Grown</td>
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<td>Red Maple</td>
<td>Acer rubrum</td>
<td>4” Cal.; 14’ x 7’; 6’ C.T.; Full; Nursery Grown</td>
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<td>2</td>
<td>Golden Raintree</td>
<td>Koelreuteria paniculata</td>
<td>4” Cal.; 14’ x 7’; 6’ C.T.; Full; Nursery Grown</td>
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<tr>
<td>48</td>
<td>Columnar Hornbeam</td>
<td>Cardinus betulus ‘Fastigiata’</td>
<td>4” Cal.; 14’ x 7’; 6’ C.T.; Full; Nursery Grown</td>
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</table>

### SITE FURNISHINGS

(Also see attached cut sheet addendum - selections approved for design intent may be revised administratively prior to permitting)

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>FURNISHING</th>
<th>MODEL NO.</th>
<th>COMPANY</th>
</tr>
</thead>
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<tr>
<td>45-50</td>
<td>Bench</td>
<td>Classic Series: VC-12</td>
<td>Victor Stanley, Inc</td>
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<tr>
<td>10-12</td>
<td>Bicycle Rack</td>
<td>5 Loop Heavy Duty Challenger</td>
<td>Madrax</td>
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<tr>
<td>Varies</td>
<td>Planter Pots</td>
<td>Mediterranean: X (Round)</td>
<td>Dura Art Stone</td>
</tr>
<tr>
<td>Varies</td>
<td>Planter Pots</td>
<td>Galveston: Ga (Round)</td>
<td>Dura Art Stone</td>
</tr>
<tr>
<td>20</td>
<td>Trash Receptacles</td>
<td>Ironsites Series: SD-42</td>
<td>Victor Stanley, Inc.</td>
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<tr>
<td>90-100</td>
<td>Light Pole</td>
<td>Dover (6100-T4)</td>
<td>Sternberg Vintage Lighting</td>
</tr>
<tr>
<td>90-100</td>
<td>Globe</td>
<td>Home Town (G743)</td>
<td>Sternberg Vintage Lighting</td>
</tr>
</tbody>
</table>

**CAMERON VILLAGE**

RALEIGH, NORTH CAROLINA

**INVENTORY**

*SD 2.01*

STREETSCAPE & PARKING PLAN FOR PEDESTRIAN BUSINESS OVERLAY DISTRICT

REVISED APRIL 17, 2003
CAMERON VILLAGE
RALEIGH, NORTH CAROLINA

EXISTING SIDEWALK SECTIONS

SD 2.04
STREETSCAPE & PARKING PLAN FOR PEDESTRIAN BUSINESS OVERLAY DISTRICT
MARCH 7, 2003
DESIGN INTENT
The "custom" tenant signage at Cameron Village is to provide the opportunity to enhance each tenant's identity and better support their individual needs. Overall the Cameron Village "Main Street" character will be restored to its original context. The signage will reflect the quality of the existing tenants now at Cameron Village. Signage such as flashing "strobe" lights, formed plastic, injection molds, or internally illuminated box signs will not be permitted. Owner/Landlord will review the tenant signage, prior to submission to the City, to assure the character and quality.

ALLOWABLE SIGN TYPES
The following sign types are allowed on or above existing storefronts. In specific locations tenant signage may be placed on architectural elements in front of storefronts.

1. Storefront or Wall Signage: Tenant is permitted one (1) sign per building "front" elevation. If a tenant has two or more "front" elevations (because of the tenant location at building corner(s), then multiple signs will be considered specific to the individual tenant.

2. Canopy Signs or Graphics: Tenant is permitted to use canopies (including fabric awnings) as an opportunity to identify their store name, logos and crests.

CAMERON VILLAGE
RALEIGH, NORTH CAROLINA

CAMERON VILLAGE SITE SIGNAGE
SG 4.01
STREETSCAPE & PARKING PLAN FOR PEDESTRIAN BUSINESS OVERLAY DISTRICT
MARCH 7, 2003
THE PRESTON PARTNERSHIP LLC
3. Blade Signs: (Each tenant may provide a blade sign with maximum of one per tenant.)

A. Must extend perpendicular to storefront plane but no more than 5'-0" from the surface to which is mounted.

B. May not extend below 9'-0" above finished floor, however the location may be based on storefront design and visibility.

C. Face area may not exceed 6 SF not including area of bracket thickness. Thickness of sign shall be a minimum of 1 1/8" around the entire perimeter. In the case of a metal sign this can be in the form of an appropriately proportional frame.

D. Blade sign must have Tenant's name and may include a logo.

E. The sign may be fabricated from metal (no bare metal), painted wood, or an exterior grade foam with a weather-resistant coating(s). Molded, vacuum formed fiberglass or plastic signs are not permitted.

F. No blade sign may be internally illuminated but illumination from appropriate adjacent luminaries will be considered and encouraged.
SIGNAGE DESIGN

1. Sign Illumination: All main tenant signs shall be illuminated. The following are suggested:
   
   A. Individual dimensional metal back-lit (halo effect) letters or lit by external light fixtures.
   
   B. Illuminated back lighted letters where only the letters appear to be illuminated.
   
   C. Individual tenant solid sign panels (with dimensional design components such as lettering and frame) lighted by external fixtures.

Note: No exposed neon tubes will be allowed.

2. Size:

   A. Maximum Area of Signage: 3 SF per 1 L.F. of storefront at sidewalk level. The Area shall be calculated as a box enclosing all letters, numbers and symbols of sign design, including all spaces separating letters, numbers and symbols. All signs shall not exceed the 3 SF per 1 L.F. of storefront – See Diagram 1.

   B. Maximum length of sign: 75% of length of leased storefront or thirty-six feet, whichever is less – See Diagram 2.

   C. Maximum height of single line of copy: a) Internally lit: Major = 48"; Minor = 36"

3. Materials:

   A. The Owner/Landlord encourages innovation of design and sophistication of materials including the use of metals for frame background lettering, etc. These metals are polished brass, polished chrome or stainless steel, brushed stainless steel and copper (including patina copper).

   B. Additional materials, less visible are allowed for the construction and durability. Each sign will be reviewed based on the specific design and visibility of sign components.

4. Colors: In addition to the materials listed above one or more of the colors below can be used for the lettering, reveals, background, frame, etc.

   A. Black

   B. White

   C. Red

   D. Blue

Exception: An unusual shaped letter or ampersand may extend beyond the maximum height requirements if approved by Owner/Landlord.
5. Signage Details
Internally illuminated box signs are not permitted. Wall mounted signs may be applied to any building elevation. Signs may be individual channel letters, or reverse channel letters - see Diagram 4, backlit, projected from building wall with no exposed raceway or exposed box. User’s trademark lettering style is acceptable. All Neon tubes shall be white, and concealed by an opaque cover. Signs may also be solid cast letters, or solid sign panels with indirect lighting of face – see Diagram 3.

Signs may not be flat against wall, but pinned away from the wall, but in no case project more than twelve (12") inches from the wall surface – See Diagram 6.

No part of a wall sign shall extend more than 2’ above the line of the roof, or if a building does not have an eave line or parapet on the side where a sign is installed, no part of the sign shall extend above the top of fascia or parapet on that side of the building.

CAMERON VILLAGE
RALEIGH, NORTH CAROLINA

Landscape Architects:
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Phone: 770.396.2945
Fax: 770.396.2945

Landscape Architects:
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Fax: 770.396.2945

Cambridge Properties, LLC
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Phone: 770.396.2945
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Property Owners:
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Fax: 540.628.8024

Property Owners:
Highland Properties
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Fax: 770.252.1510

Architects:
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Engineers:
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Building A, Suite 105
Alpharetta, Georgia 30002
Phone: 770.252.1500
Fax: 770.252.1510

SITE SIGNAGE
SG 4.04
STREETSCAPE & PARKING PLAN FOR PEDESTRIAN BUSINESS OVERLAY DISTRICT
MARCH 7, 2003
MONUMENT / TRACT IDENTIFICATION SIGN

Monument/tract identification signs shall meet the following:

1. Existing tract identification signage (9 locations) to remain and to be renovated to enhance architectural appearance.

2. Monument/tract identification sign will be integral with existing sign structure - see photo. New Cameron Village sign/logo will replace existing white metal frame and blue logo.

3. Architectural and landscaping accent features will be added to existing brick wall to enhance overall appearance.
DIRECTORY SIGN
(Information Kiosks)

- Directory sign may be either changeable copy sign or fixed professional nameplates.
- New Cameron Village logos – see match design of projecting/blade sign bracket.

- Directory sign – internally illuminated/backlit - also to contain area map/plan with represented businesses/tenants, activities, advertising, news.
- Directory sign affixed to private sidewalk locations are within each block to facilitate way-finding but shall not be visible from any public right-of-way.

CAMERON VILLAGE
RALEIGH, NORTH CAROLINA

SITE SIGNAGE

SG 4.06
STREETSIDE & PARKING PLAN FOR PEDESTRIAN BUSINESS OVLAY DISTRICT
MARCH 7, 2003
UNITY OF DEVELOPMENT APPLICATION
UNITY OF DEVELOPMENT GUIDELINES FOR MULTI-ESTABLISHMENT PROJECTS

Section A. SUBMITTAL REQUIREMENTS

PLEASE PROVIDE ALL OF THE FOLLOWING (CHECK OFF). If any information is missing from the application package, you will be asked to complete this application and re-submit, so please check the list below carefully:

□ THIS APPLICATION FORM completed (Section 4 in full and signed by the property owner (agent cannot sign for landlord).

Section B. INSTRUCTIONS – SUMMARY INFORMATION

Unity of development plans are required for the following developments: any retail area with more than one physical building, office parks, shopping centers, and mixed-use (retail/office) developments. Shopping areas or any non-retail use included in such a development (City Code Section 10-101.10.B.7).

Plans are reviewed by the Planning Department and approved by the Planning Director. The guidelines specifically and approved in this plan will be binding on all future buildings on any parcel noted below as being part of this unity of development plan. SEE NOTES ON THE LAST PAGE OF THIS APPLICATION.

DEVELOPMENT NAME: Cameron Village Shopping Center (Blocks 1, 3, 4, and 5 Danil St, sides of Block 2 & 6).

LOCATION: Raleigh, NC

SUBDIVISION OR SITE PLAN CASE NUMBER:

WAKE COUNTY PROPERTY IDENTIFICATION NUMBERS FOR EACH PARCEL TO WHICH THESE GUIDELINES WILL APPLY:

Zone D Area 43

D123, D131A, D132B
D132C, D132D, D132F

PREPARED OF PLAN: The Preston Partnership, LLC

CONTACT PERSON: T. Denny Misch, AIA

ADDRESS: 1000 Abernathy Road, Suite 200, Atlanta, Georgia, 30328

TELEPHONE: 770-395-2712

FAX: 770-395-2049

E-MAIL: planner@the Prestonpartnership.com

City of Raleigh, NC
Development Plans Review Center
1 P.O. Box 542 Raleigh, N.C. 27602
Telephone: (919) 858-6700, 858-6769
www.rtp.nc.us/planning/nc

1

Cameron Village

RALEIGH, NORTH CAROLINA

ARCHITECT:  THE PRESTON PARTNERSHIP LLC
1000 Abernathy Road NE
Suite 400
Atlanta, Georgia 30328
Phone: 770.395.2712
Fax: 770.395.2945

Landscape Architect:  THE PRESTON PARTNERSHIP LLC
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Atlanta, Georgia 30328
Phone: 770.395.2749
Fax: 770.395.2945

Interior Designer:  BRANCH PROPERTIES LLC
400 Collier Square
Suite 1530
Atlanta, Georgia 30309
Phone: 404.892.8898
Fax: 404.892.8898

Property Manager:  YORK PROPERTIES
1600 Cameron Street
Raleigh, North Carolina 27603
Phone: 919.621.1500
Fax: 919.621.1500

Project Manager:  HIGHLAND PROPERTIES
4555 Mission Road
Suite 200
Alpharetta, Georgia 30002
Phone: 678.252.1500
Fax: 678.252.1510

*UD 6.01
STREETSCAPE & PARKING PLAN FOR PEDESTRIAN BUSINESS OVERLAY DISTRICT
REVISED APRIL 17, 2003
THE PRESTON PARTNERSHIP LLC
Section C.
PRIMARY UNIFYING ELEMENTS (SPECIFY AT LEAST TWO)

At least two of the following primary unifying elements must be selected. These two elements must be present in each building of the development. A third primary element may be specified. If it is specified, it will become part of the guidelines and also must be present in each building of the development.

(1) BUILDING MATERIALS – It is intended that the dominant building material or combination of building materials shall be specified. The choice of which building material or combination of building materials shall be specified must be clearly stated. If a building is selected as a unifying element, the color of that building material shall also be specified, but the selection of the building material and its color shall not be considered as unifying element.

Description of dominant material or combination of materials:

All building trades in Cameron Village are currently completed and closed due to the construction of the project. Additional materials used in the construction of the project will be specified in drawing and by a combination of materials used in the construction of the project. The existing materials used in the project will be specified.

Statement of how selected building material or combination of materials will be dominant:
The dominant combination of materials used in the existing tenant structures and new commercial buildings will be used in new and existing buildings.

Unity of Development Application Form dated: December 3, 2003

THE PRESTON PARTNERSHIP, LLC
1000 American Rose NE
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Fax: 770.396.2949

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BRANCH PROPERTIES
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Fax: 619.352.1500

PHILLIPS ENGINEERING GROUP, PC
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Bolivar, A, Summerville
Armenia, Georgia 30090
Phone: 706.583.8666
Fax: 706.642.2410

*UD 6.02

STREETSCAPE & PARKING PLAN FOR
PEDESTRIAN BUSINESS OVERLAY DISTRICT
REVISED APRIL 17, 2003

CAMERON VILLAGE
RALEIGH, NORTH CAROLINA
Section D.  
SECONDARY UNIFYING ELEMENTS (OPTIONAL)  

In addition to the primary unifying elements noted above, secondary unifying elements may be specified. If it is specified, these secondary elements will become part of the guidelines and must be adhered to in each building of the development. Secondary unifying elements may include, but are not limited to, additional building colors, height, lighting or any other element that may be relevant to a specific development. Attach additional pages if needed.  

SECONDARY UNIFYING ELEMENT 1: Describe the secondary unifying element in sufficient detail to allow these guidelines to be administered through the plan review and building permit process. 

Currently, the sidewalk and stormwater is designed by a monolithic concrete system and while columns with little to no landscaping present. A new street tree program, with tree plantings faceted around 30’ to 40’ on center, will be provided along the sidewalk edge of all primary buildings. Street trees are coordinated with existing and new building projections. Supplementation planting will be provided where trees cannot be added.  

SECONDARY UNIFYING ELEMENT 2: Describe the secondary unifying element in sufficient detail to allow these guidelines to be administered through the plan review and building permit process. 

Each block will maintain its existing brick pavers and pattern. A new enhanced aggregate concrete paver matrix will be placed at the edge of the sidewalk (at least), and will incur where trenching is required for landscape irrigation and electrical conduit. Secondly, a new tenant signage program will be installed throughout the center that follows the City of Raleigh Sign Ordinance. Sign lighting will be powered through a variety of means including individual junction boxes, powered signs, or a network of colors and materials complimentary to the design of the renovated facades.  

SECONDARY UNIFYING ELEMENT 3: Describe the secondary unifying element in sufficient detail to allow these guidelines to be administered through the plan review and building permit process. 

Current sidewalk lighting, mounted on the planted glass canopy, will be removed and is to be replaced with new pedestrian light poles at the edge of the sidewalk, typically spaced 30’ to 40’ on center. Current site lighting, in the form of light fixtures on top of white concrete columns, will be replaced to match the pedestrian light poles at the sidewalk, consistent with the more traditional “Main Street” theme. Additionally, an ancillary program consisting of planting pads, benches, trash receptacles and bike racks will be provided along each block.  


camerson village  
raleigh, north carolina  

Section E.  
ADDITIONAL NOTES:  

1) REVISED FOR APPRAISED SUMMIT OF DEVELOPMENT GUIDELINES  

Any subsequent revisions or amendments to approved guidelines for Development guidelines must be signed by the property owner. Written changes of such nature, those properties may be necessary. The change that makes the primary sites and structures of the unified development shall affect all guidelines and amendments therein.  

2) ARCHITECTURAL COMPATIBILITY BETWEEN GROUND SIGN AND BUILDING  

If specified as a secondary unifying element (page 3 of this application), architectural compatibility between a ground sign and the building may be approved. In that case, the sign and supporting structure or the ground sign shall not be subject to the three sign code limitation as stated in Section 10-2003.1(b).  

Section F.  
APPROVAL INFORMATION:  

I hereby certify that this document has been reviewed and meets the requirements of Section 10-2009 of the Raleigh City Code.  

March 5, 2003  

Signature  

[Stamp]  

Unity of Development Application  
Form Updated: December 1, 2001
April 17, 2003

Ms. Christine Darges
City of Raleigh Planning Department
222 W. Hargett Street
4th Floor
Raleigh, NC 27602

RE: Cameron Village (SC-9-90)

Dear Ms. Darges,

As you know, we plan to phase the redevelopment of Cameron Village. The first phase (which is the subject of the attached Streetscape and Parking Plan for Pedestrian Business Overlay District) will address all of Cameron Village except for Block IV, the Oberlin Road / Clark Ave. side of Block II (400 Oberlin, 410 Oberlin, and Village Cligo), and the Harris Teter side of Block VI.

The Harris Teter, having been renovated relatively recently, is not intended to be redeveloped. We plan to redevelop the remainder of the above blocks, which are not part of Phase I, within the next 2-3 years. At the time of redevelopment, appropriate applications of the Unity of Development concepts within the Phase I project will be included in the redevelopment of Block IV, and the 400 Oberlin, 410 Oberlin, and Village Cligo sites.

Sincerely,

Richard Lee

THE PRESTON PARTNERSHIP, LLC
460 CLAYTON STREET, SUITE 1650
ATLANTA, GEORGIA 30309

April 17, 2003

Ms. Christine Darges
City of Raleigh Planning Department
222 W. Hargett Street
4th Floor
Raleigh, NC 27602

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460 CLAYTON STREET, SUITE 1650
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