# Proposed Façade Enhancements to Phoenix Crossing and Phoenix Square Shopping Centers

May 22, 2014

Office of Economic and Workforce Development

# The Need

- Lack of any appealing gateway aesthetics as pedestrians or vehicles enter Fayetteville Street corridor or enter Downtown traveling from corridor
- Need to upgrade landscaping and exterior features of key shopping center in commercial corridor that has been identified and endorsed by City Council as a key Neighborhood Revitalization area
- The need to enhance and sustain space options for small businesses that can not afford space in more expensive areas such as downtown

# The Project

The Phoenix Crossing Shopping Center and the Phoenix Square Shopping Center are zoned Downtown Design Support 2 (DD-S2). The proposed project includes $1M in proposed renovations including:

Phoenix Crossing Shopping Center:

- The developer will remove existing exterior siding and awnings on 3 buildings.
- Tie-in new taller structural metal frame to existing frame on 3 buildings.
- Re-skin 3 buildings with Exterior Insulation and Finish Systems (EIFS) and brick and add electrical wiring, panels and interfaces for historic lamps, building and sign lighting.

# The Project cont.

Phoenix Square Shopping Center :

- The developer will repair holes and worn areas of the parking lot.
- Repair and upgrade sidewalk and curb & gutter for 212 sq. ft.
- Mill and repave
- Sealcoat and re-stripe the entire parking lot.

# The Potential Benefits

The project could potentially:

- create a more appealing aesthetic element for the gateway into the Fayetteville Street Corridor and improves the ability to attract more regional clientele.

- strengthen business climate and possibilities for small businesses that want to be in Central Durham, but cannot afford downtown.

- improve the business viability of the two shopping centers (25 businesses are currently located in Phoenix Crossing and 14 businesses are currently located in Phoenix Square); primarily personal and business services with some retail, including restaurants. Also enhances their ability to promote community events.

# The Potential Benefits cont.

- create temporary construction jobs.
- support the overall redevelopment of the area as a complement to the Southside Revitalization Project.
- improve a key gateway corridor connecting Southwest Durham and Downtown that includes North Carolina Central University;
- can help further the Strong and Diverse Economy goal in the City of Durham Strategic Plan and further the objectives of the Mayor's Poverty Reduction initiative through the creation of additional construction jobs.

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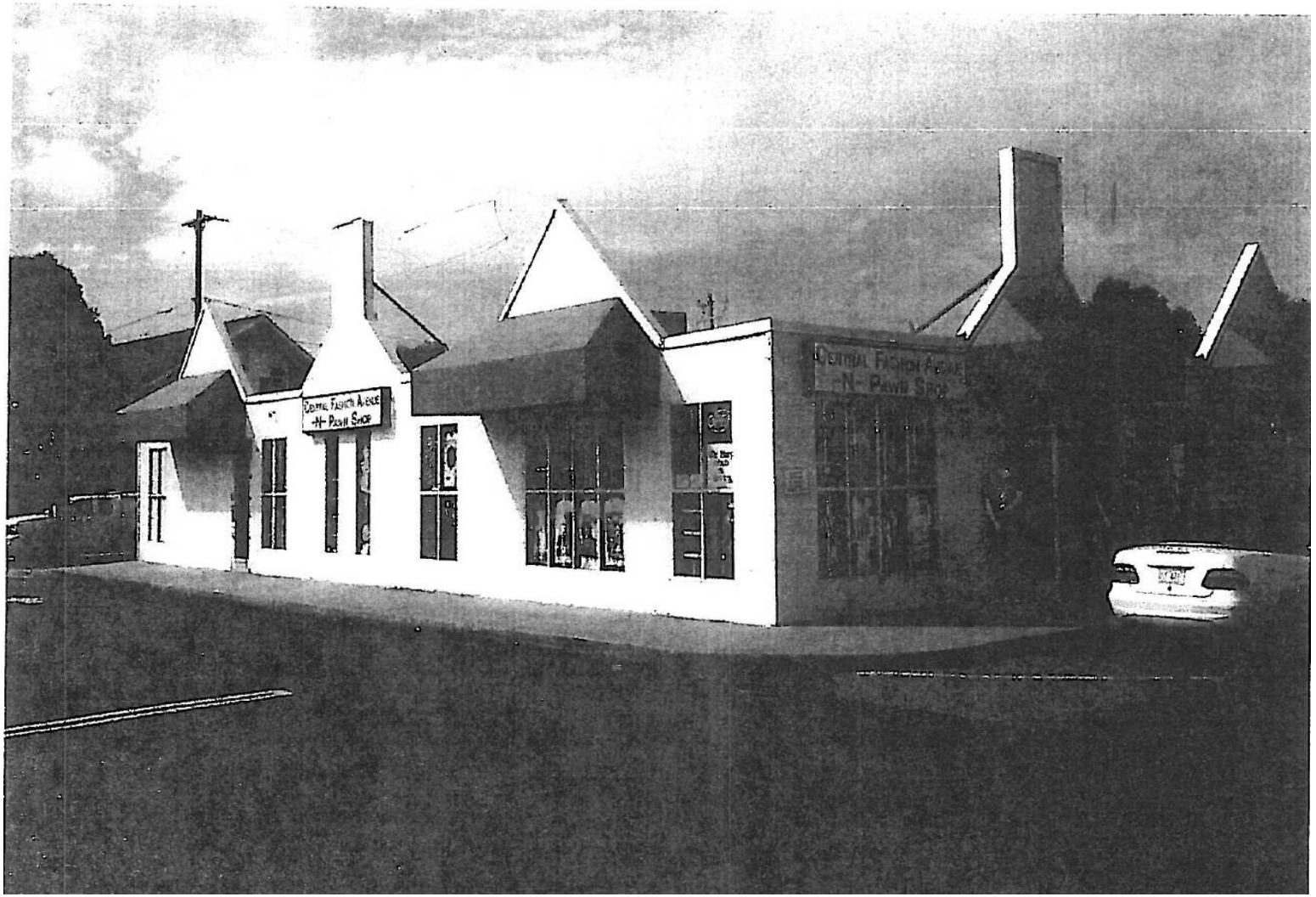
# Before - Phoenix Crossing Today



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# After – Phoenix Crossing (Post-Renovation)

Phoenix Crossing Shopping Center

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# Before - Phoenix Crossing Today

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# After – Phoenix Crossing (Post-Renovation)

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# After – Phoenix Crossing (Post-Renovation)

# Potential Deal Points

- No payments will be disbursed until the completion of each phase of the project;
- A proposed holdback after each phase as an incentive to ensure subsequent phases are completed;
- Participation with the Durham-Based Business Plan and Durham Workforce Plan;
- Certification of work must be approved by the City-County Inspections Department;
- Adherence to planning and design guidelines as it relates to the planned building renovations and landscaping improvements.